



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA CAWANGAN SELANGOR
KAMPUS PUNCAK ALAM**

**FACULTY OF BUSINESS AND MANAGEMENT
BA232: BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS.)**

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT 2:
Social Media Portfolio
"Facebook: Icecreamistic"

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BA232 3D

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Submission Date:

30 December 2020

Acknowledgement

First of all, I would like to thank to Allah S.W.T as finally I was able to finish my assignment that have been given to me. This assignment had been done with all efforts. I always work hard to produce a good assignment with my full commitment and responsibility.

A big thank to my Principles of Entrepreneurship (ENT530), Dr. Syukrina Alini binti Mat Ali because without her guidance, my assignment cannot be done properly like this. She always gave me supports and guide me on how to do the assignment in order to produce a good outcome from theory that has been learned during class.

Lastly, million thanks to my classmates because they also help me in doing this assignment. They always give me ideas and comments on this assignment so that I can improve the assignment.

Executive summary

Ice cream, particularly during the summer months, is a very saleable commodity. The initial start-up costs are not as high as some other companies and may therefore encourage first-time entrepreneurs or those who are not prepared to risk large amounts of money. The decision to open an ice cream company was made because most persons with a sweet tooth were in an ice cream shop at one point or another.

Icecreamistic was created in October 2020. It is a combination of the word “*Ice cream*” and “*Fantastic*”. In today's fast-paced digital world, however, minimalist names are often more persuasive and memorable than their long-standing counterparts. Furthermore, name is often work as a chance to give an excellent first impression. A business name is also a reflected image of your businesses, so choosing a good and unique name is very important.

Icecreamistic is an ice cream business which also offers a delivery service to customers. Next, Icecreamistic also have variety of flavors such Classic Asam Boi, Syrup Bandung, Milky Corn, Teh Tarik Mamak, Lilac Taro and Soda Herbs. This business is home-based which at the same time saving the capital. Other than that, the target market of this business is mostly youth. This is because they love sweet dessert and cold at the same time. Moreover, the price of the ice cream is affordable for every age from the youngest to oldest.

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Body of Report

i. Go-Ecommerce Registration

Personal profile:

The screenshot displays the 'Go-eCommerce' user interface. At the top, there are navigation icons for Home, My Profile, My Business, My Learning, My Notifications, and More. The main content area is divided into two tabs: 'PERSONAL PROFILE' (selected) and 'BUSINESS PROFILE'. Under 'PERSONAL PROFILE', there is a user profile picture for 'Anas Husna Zulkifli' and two sections of information:

- Personal Information:** A table listing personal details such as Name (Anas Husna Zulkifli), Phone/Mobile (0189199628), New Identity Card No. (990915105528), Home Address (LOT 2785, Kampung Budiman), Email Address (husna159@gmail.com), City (Klang), District (Meru), State (Selangor), Postcode (41050), Personal Facebook, Personal Instagram (null), Gender (Female), Race (Malay), Marital Status (Single), and Special Need Required (No). An 'Edit' button is present.
- Institution Information:** A section titled 'Add New' containing details for 'UTM Puncak Alam - EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020'. It lists fields like Type of Institution (IHL), State of Institution (Selangor), Address of Institution (Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, ...), District of Institution (Kuala Selangor), Level of Study (Bachelor Degree), Course Name (EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020), Subject Name (PRINCIPLE OF ENTREPRENEURSHIP), Month Enrolling the Subject (10), Internship Enrollment (No), Month of Internship Enrollment, Expected Year To Complete Study (2021), and Related To Study Field (Yes). Other fields include Institution List (Universiti Teknologi MARA), Name of Institution (UTM Puncak Alam), City (Puncak Alam), Postcode (42300), Study Status (Full time), Class Name (BA2323D), Year Enrolling the subject (2020), Lecturer Name (Syukrina Alini Binti Mat Ali), Year Of Internship Enrollment, Period of Internship Training, and Expected Month To Complete Study (1). 'Edit' and 'Delete' buttons are also visible.

Business profile:

The screenshot displays the 'Go-eCommerce' user interface, specifically the 'BUSINESS PROFILE' tab. At the top, there is a notification: 'Have you updated your sales today? Update your sales regularly to collect more points!'. Below this, the user profile picture for 'Anas Husna Zulkifli' is shown. The 'BUSINESS PROFILE' section contains the following information:

- Company Name:** Icecreamistic
- Type Of Business:** Sdn. Bhd
- Facebook Page:** Icecreamistic
- Wechat for Business:** [Blank]
- Marketplace:** [Blank]
- Business Related to Your Study Field:** Yes
- Company Registration No.:** [Blank]
- Business Role:** Service Owner
- Business Category/Business Sub-Category:** Food & Beverages / Food & Beverages
- Business Instagram Page:** [Blank]
- Business Website:** https://www.facebook.com/icecreamistic
- Type Of Website:** [Blank]
- Experience in International Export:** [Blank]

An 'Edit' button is located at the top right of the business profile section.