



اَوْنِيُوَسِيْتِي تِيكُونُو لَوِي كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## CHEESY POPIA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : FACULTY OF BUSINESS, OFFICE SYSTEM

SEMESTER : 3

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO

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GROUP : BA232 3D

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## **ACKNOWLEDGEMENT**

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Finally, I would like to thank all my customers, the endless support from them who trust me and my product. My assignment was effective with their help. I want to thank all the people who contribute their support directly or indirectly in helping me in doing this assignment although it is truly unthinkable for me to finish my report without it.

## **EXECUTIVE SUMMARY**

For this semester, all students are required on taking the subject of Entrepreneurship and one of the tasks is the students must select and sell one product. The aim of this study was to evaluate and observe the brand image of the company that they chose as to acknowledge what form of marketing approach they would choose in order to improve the customer's knowledge of the products they had sold. One of the most common methods used by the business to attract and reach customers is through social media which is Facebook. Facebook has been known as one of the easiest platforms to sells any kind of products besides socialise, the customer can purchase Cheesy Popia through Facebook.

In addition, this report additionally wrote about how the business continues to boost and advertise the products in social media, particularly in Facebook. Facebook was selected by numerous individuals including all range of ages have been using Facebook these days. Each business needed to present a variety of techniques to advertise the product when it is shared on Facebook most of the postings contains teasers, hard sells, soft sells and yet frequency posting. This is because social media is a helpful method to convey and associate with buyers. However, the more the business interfaces with the crowd, the more possibilities the business can grow.

As Facebook offers several kinds of ads, it could allow businesses to identify their future customers quicker than any other methods could do. This would make it possible for the company to meet its goals of increasing its profits. They will also gain interest in the product they market to their customers. As a result, Facebook connectivity makes it easier for business to target the right audience and more likely to strengthen customer loyalty and business quality of service. One of the reasons of the increasing profits and customers Cheesy Popia is from the right technique of using Facebook for business.

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## GO-ECOMMERCE registration

The screenshot shows the 'Go-eCommerce' user profile page. The user is logged in as AIDA NABILA BINTI MOHD AZHAR. The page is divided into two main sections: 'PERSONAL PROFILE' and 'BUSINESS PROFILE'. The 'PERSONAL PROFILE' section contains the following information:

Personal Information			
Name	AIDA NABILA BINTI MOHD AZHAR	Phone/Mobile	0172180496
New Identity Card No.	981229145170	Home Address	No 12 Jalan pekerti 25/133b
Email Address	nablaazzar@gmail.com	District	Taman mutiara Kemuning
City	Shah Alam	Postcode	40400
State	Selangor	Personal Instagram	null
Personal Facebook		Race	Malay
Gender	Female	Special Need Required	No
Marital Status	Single		

The 'BUSINESS PROFILE' section contains the following information:

Institution Information	
UITM Puncak Alam - EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020	

The screenshot shows the 'Go-eCommerce' user profile page, specifically the 'BUSINESS PROFILE' section. The user is logged in as AIDA NABILA BINTI MOHD AZHAR. The page displays detailed information about the user's institution and course:

UITM Puncak Alam - EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020			
Type of Institution	IHL	Institution List	Universiti Teknologi MARA
State of Institution	Selangor	Name of Institution	UITM Puncak Alam
Address of Institution	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor,	City	Puncak Alam
District of Institution	Kuala Selangor	Postcode	42300
Level of Study	Bachelor Degree	Study Status	Full time
Course Name	EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020	Class Name	BA2323D
Subject Name	PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	2020
Month Enrolling the Subject	10	Lecturer Name	Syukrima Almi Binti Mat Ali
Internship Enrollment	No	Year Of Internship Enrollment	
Month of Internship Enrollment		Period of Internship Training	
Expected Year To Complete Study	2021	Expected Month To Complete Study	2
Related To Study Field	Yes		