



# SOCIAL MEDIA PORTFOLIO REPORT

## COLOURFUL BURGER

### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME** : FACULTY OF ACCOUNTANCY (AC220)  
**SEMESTER** : 4  
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## **ACKNOWLEDGEMENT**

First and foremost, I would like to evince our outmost gratitude to the Almighty as I managed to complete social media portfolio report given by my lecturer with major success by His guidance and showers of blessings throughout the process to settle this assignment.

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## EXECUTIVE SUMMARY

'Colourful Burger' is new online business which used Facebook a main platform to run their business through online channel. The nature of this business is food which the target market mainly aims toward teenager. In reality, our burger is worth to be enjoyed by all generation because it is made in macaroon-sized which is a great alternative to the regular-sized burger.

The main idea why I choose to sell colourful burger is because of the unique and distinct characteristic in the burger appearance itself where the buns is coloured with food colouring to appeal the customers to buy the burger. Appearance is an important aspect because food will not be appealing and interesting enough if it was completely pale, a bit of colour makes it far more attractive. Other than that, a high quality of ingredients is used to prepare the burger in ensuring it will retain the intense and rich of flavour in the food. Method of preparing and cooking the burger also substantially prominent in ensuring the quality and the nutrients in the burger will not be affected.

Facebook is chosen as main medium for 'Colourful Burger' because Facebook Page has piles of potentials for business. First, Facebook is a low-cost marketing strategy especially for small to medium businesses with a tight and limited marketing budget. Most importantly, Facebook can raise brand awareness as once existing and potential customers like our page, their friends and them will receive updates on their wall. Undoubtedly, Facebook offers one of the largest user bases which will enable the entrepreneur to find their desired audience or customers through Facebook.

'Colourful Burger' often posts soft sell and hard sell posts on their Facebook page to communicate with the customers as well as to cater the market to buy the flavoursome and mouth-watering burger. The price of the burger is only at RM35 per box excluding the delivery charges which ranging over the distance of the location.

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## 1.0 GO-ECOMMERCE REGISTRATION

PERSONAL PROFILE
BUSINESS PROFILE



**NUR AISYAH AIMUNI BINTI  
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**Institution Information**

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Course Name	: NFG ENT530 AC220B4E	Class Name	: AC220B4E	
Subject Name	: Principles of Entrepreneurship; AC220B4E	Year Enrolling the subject	: 2020	
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