



اَوْنِيُوْ سِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO (40%)



PRINCIPLE OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

NAME : MUHAMMAD SAIFUL BIN ABDUL KARIM
STUDENT ID : 2020985305
GROUP : AC220B4E
FACULTY & PROGRAMME : FACULTY OF ACCOUNTANCY (AC220)
SEMESTER : SEMESTER 4
LECTURER : MADAM NORFAZLINA GHAZALI

ACKNOWLEDGEMENT

In the process to successfully complete this assignment during the pandemic, many people had given their blessing and full support. I want to take this chance to thank all the people who have taken their time to concern themselves with this paper.

First of all, I would like to thank Allah the Almighty for providing me the strength to complete this assignment successfully and in time. Next, I would like to give appreciation to our ENT530 lecturer, Madam Norfazlina Ghazali for giving direction, guidance and advice to me during the process of completing the assignment. I am also able to gain a lot of knowledge that can be used in the future from our lecturer.

I also would like to convey wholeheartedly appreciation to my friends who are willing to help me going throughout the assignment. Not to forget, they are also willing to share their ideas and advice for this assignment in this pandemic situation. Then, I want to thank the public for giving support to me to succeed in completing this assignment.

Last but not least, special thanks to my parents for their constant patience, support, and prayers during the process of completing the social media assignment. I am blessed for the positive encouragement and warm wishes from people around me. As for that, I have completed the assignment perfectly and on time.

Thank you

EXECUTIVE SUMMARY

Golden Brownies is an online dessert shop with a delivery service to send the product to the customer. The brownies are sold at an affordable price and with a few types of orders desired by the customers. Our target audiences are dessert lovers and those who want brownies to be served as a dessert for an event.

Golden Brownies commenced the business on 1st December 2020 with the Grand Opening Sale to attract public awareness about our existence as an online dessert shop. Our services area is around a 10km radius from the area of Alam Megah and Putra Heights. All the transaction of ordering and payment will be done online without face to face except the one that chooses a deposit option.

Golden Brownies is owned by Muhammad Saiful bin Abdul Karim with the help of part-time staff to run the business. We use Facebook Page as a medium to advertise our product to get the attention of the public. We use a variety of marketing strategies on the Facebook Page to gain the customer's attention with teaser posts, hard-sell posts, and soft sell.

There are also a few occasion sales are offered to the customer such as Grand Opening Sale, 12.12 Sale, Christmas Sale, and 2021 New Sale. There are also a few recipes of brownies that are shared on the page to give some idea to the public how to serve brownies in a diverse way. There is also customer feedback on the brownies they purchase before and the open order for the customers to make the order for the brownies.

TABLE OF CONTENT

	Pages
1. Go-Ecommerce Registration	1
2. Introduction of Business	
a) Name of Business	2
b) Organizational Chart	3
c) Mission and Vision	3
d) Description of Product	4
e) Price List	5
3. Facebook (FB)	
a) Create FB page	6
b) Custom FB URL	7
c) Post (Teaser)	8-11
d) Copywriting (Hard Sell)	12-21
e) Copywriting (Soft Sell)	22-29
4. Conclusion	30

2. Introduction of Business

a) Name and address of Business

The name of Golden Brownies has been chosen by me because it was simple to say and unique. I inspire the name from the K-pop idol group, Golden Child, and combine it with the main products, brownies, to show that we sell brownies.



Figure 2.1 Golden Brownies' Logo

The address of Golden Brownies is located at No 26, Jalan Bandang 28/12, Taman Alam Megah, 40400 Shah Alam, Selangor. All the orders will be made at my home since Golden Brownies use the open order concept for brownies. At my home, the oven is there to make the brownies. Therefore, my home is suitable to run the business.