



اَوْنِفُورْسِيْتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

MOMMY'S AYAM GORENG

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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

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Last but not least I would also like to thank everyone who had involved and contributed directly or indirectly in helping me with the project until I am able to complete this social media portfolio report successfully.

Thank you.

EXECUTIVE SUMMARY

Mommy's Ayam Goreng is a business that sells food and beverages to its customers. We decided to offer something that can make our customers keep thinking of us as our products can give maximum satisfaction. Therefore, we decided to target our customers that come from any level of age regardless of their gender. Our maximum focus would be customers that love to eat chicken as their daily food.

Mommy's Ayam Goreng is a sole proprietorship business owned by a family. We offer products and services to its customers. The main food that we sell is Spicy Fried Chicken. Our business name itself portrays that we sell fried chicken as our main dish. Besides, we also sell Nasi Lemak Legend that can be eaten by our customers as their main dish every day. Moreover, our business sells beverages and SNACKS so that there are a variety of choices for our customers. As for services, we do provide delivery services to our customers especially during these Covid-19 pandemic.

To ensure that our customers always know about our existence, we use Facebook as our main social media platform. This would be a platform for us to promote our business and keep our customers updated. Furthermore, Mommy's Ayam Goreng owns a stall that is strategically located in the Cheras area. Therefore, banner would be one of our marketing strategies to promote our food stall and it is easily located.

We want to fulfill our customers' demands and wants where they are looking for the cheapest fried chicken and nasi lemak. Customers nowadays might encounter problems where some of the fried chicken are small and the nasi lemak are also expensive. It can be denied that during this pandemic, many people wanted to cut their budget on spending. We also want our customers to remember the nostalgic moment as soon they taste our Nasi Lemak Legend.

We expect that our business will grow well in the future because we always want to fulfill customer's demands by using our specialty. With our strategies that are different from the others, the number of demands will increase because many people will have the interest to try our product and services.


TABLE OF CONTENT

	PAGES
A. PLEMINIARY MATERIALS	
COVER PAGE	i
ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
TABLE OF CONTENTS	iv
B. BODY OF REPORT	
1.0 Go-Ecommerce registration	1-2
2.0 Introduction of business	
2.1 Name and Address of business	3-4
2.2 Organizational chart	5
2.3 Mission and vision	6
2.4 Descriptions of products and services	7
2.5 Price list	8-10
3.0 Facebook (FB)	
3.1 Creating Facebook (FB) page	11
3.2 Costuming URL Facebook (FB) page	12
3.3 Facebook (FB) post- Teaser	13-15
3.4 Facebook (FB) post- Copywriting (Hard sell)	16-23
3.5 Facebook (FB) post- Copywriting (Soft sell)	24-32
4.0 Conclusion	33

B. BODY OF REPORT

1.0 Go-Ecommerce registration

PERSONAL PROFILE	BUSINESS PROFILE																																								
 <p>NURHAZIQAH MALYANA BINTI SHARUL NIZAM</p>	<p>Personal Information</p> <table><tbody><tr><td>Name</td><td>: NURHAZIQAH MALYANA BINTI SHARUL NIZAM</td><td>Phone/Mobile</td><td>: 0172666012</td><td>Edit</td></tr><tr><td>New Identity Card No.</td><td>: 991025016288</td><td>Home Address</td><td>: C-17-02 SUASANA LUMAYAN CONDOMINIUM NO 10, JALAN TASEK PERMAISURI 2 BANDAR TUN RAZAK</td><td></td></tr><tr><td>Email Address</td><td>: zikazea@gmail.com</td><td>District</td><td>: CHERAS</td><td></td></tr><tr><td>City</td><td>: KUALA LUMPUR</td><td>Postcode</td><td>: 56000</td><td></td></tr><tr><td>State</td><td>: WP Kuala Lumpur</td><td>Personal Instagram</td><td>: null</td><td></td></tr><tr><td>Personal Facebook</td><td>: https://www.facebook.com/ /mommysayangoreng/</td><td>Race</td><td>: Malay</td><td></td></tr><tr><td>Gender</td><td>: Female</td><td>Special Need Required</td><td>: No</td><td></td></tr><tr><td>Marital Status</td><td>: Single</td><td></td><td></td><td></td></tr></tbody></table>	Name	: NURHAZIQAH MALYANA BINTI SHARUL NIZAM	Phone/Mobile	: 0172666012	Edit	New Identity Card No.	: 991025016288	Home Address	: C-17-02 SUASANA LUMAYAN CONDOMINIUM NO 10, JALAN TASEK PERMAISURI 2 BANDAR TUN RAZAK		Email Address	: zikazea@gmail.com	District	: CHERAS		City	: KUALA LUMPUR	Postcode	: 56000		State	: WP Kuala Lumpur	Personal Instagram	: null		Personal Facebook	: https://www.facebook.com/ /mommysayangoreng/	Race	: Malay		Gender	: Female	Special Need Required	: No		Marital Status	: Single			
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		Experience in International Export	: No																																	