



اُنْبُوْدَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA, MALAYSIA**

**RUBRIC
SOCIAL MEDIA PORTFOLIO (40%)**

COURSE NAME: PRINCIPLES OF ENTREPRENEURSHIP

COURSE CODE: ENT530

STUDENT'S NAME: NUR AMIRAH AISYAH BT MOHAMMAD MUSA

STUDENT'S ID: 2019257514

LECTURER'S NAME: NORLIZA SAIFUL BAHRY

PROGRAM: ISLAMIC BANKING

GROUP: BA2493B

AKNOWLEDGMENT

Assalamualaikum, first and foremost I'm very grateful to Allah as I'm able to complete this social media portfolio with success although it quite challenging to finish this assignment. I'm also would like to thanks to my lecturer of principles of entrepreneurship (ENT530), Madam Norliza Saiful Bahry for the valuable guidance and advices towards my social media portfolio. She gives clearer teaching on how to do this assignment step by step and always respond our questions towards this assignment patiently. Madam Norliza give me a lot of guidance to do a great social media portfolio. She inspired me a lot.

This assignment very effective on teaching how to do business correctly and proper management. This subject exposed me to world of business. How to achieve our target and stay motivated in business.

Lastly, do not forget to all my friends for help me by giving their opinion and information for this case study. I very thankful for their sincerity on teaching me how to organize time. They also give a lot of moral support to me to finish this assignment.

EXECUTIVE SUMMARY

Sweetiepop is business that selling popcorn in a variety of flavours which is caramel popcorn, honey popcorn and toffee popcorn. We create a variety of flavours as our strategy to gain a lot of customers because customers have different taste. Our products packaging also very attractive which is we put it into a paper bag because cheaper, attractive and can decrease of using a plastic bag. Our product price also at an affordable price. Even we using premium ingredients but we manage to put affordable price for customers because we find the suppliers that offer cheaper price. The more customers buy popcorn per gram the cheaper price they will get. Therefore, mostly the customers that want to hold event such as wedding event will order from us because they can get a cheaper price.

Our target customers are customers that like to eat sweet foods, love snacks, and goodies for event. Then, mostly children and students loves to eat popcorn because it is sweet foods and addictive. And students probably stay up until midnight to do assignment and need some snack to prevent sleepy. Not only that, people who love watching Netflix, television and YouTube also love popcorn.

Furthermore, we use attractive graphics as marketing to promote our products. This tool very effective because people tend to see graphics than using a lot of words and caption. We also give a lot of information about the benefits of the ingredients. Not only, that we also give some tips and recipe that they can try it to advance the taste of popcorn.

TABLE OF CONTENT

1.0 GO-ECOMMERCE REGISTRATION (PRINT SCREEN)	1
2.0 INTRODUCTION OF BUSINESS 2.1 NAME OF BUSINESS 2.2 ADREESS OF BUSINESS 2.3 ORGANIZATIONAL CAHRT 2.4 MISSION 2.5 VISSION 2.6 DESCRIPTION OF PRODUCTS 2.7 PRICE LIST	2-4
3.0 FACEBOOK (FB) 3.1CREATING FACEBOOK PAGE 3.2CUSTOMING URL 3.3FACEBOOK POST TEASER 3.4FACEBOOK POST HARD SELL 3.5FACEBOOK POST SOFT SELL 3.6GRAPHICS	5-24
4.0 CONCLUSION	25

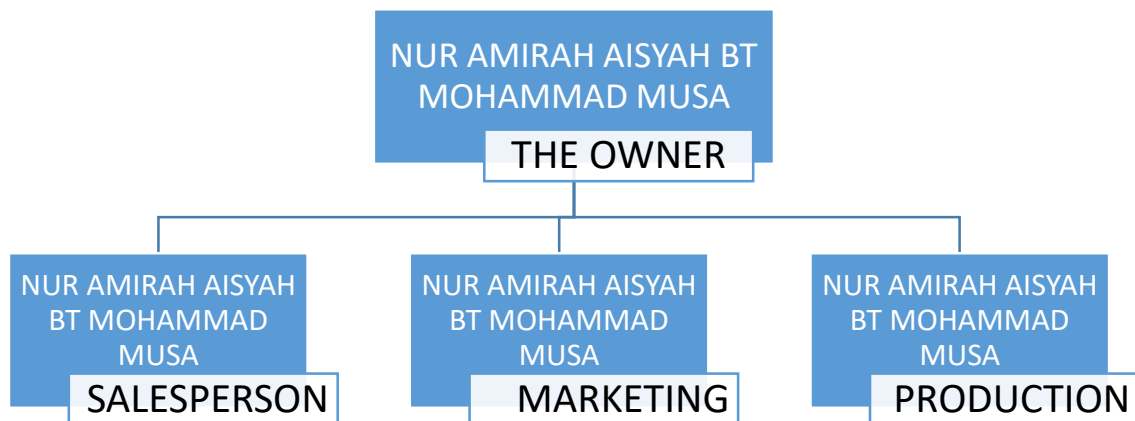
2.0 INTRODUCTION OF BUSINESS



2.1 NAME OF BUSINESS: SWEETIEEPOP

2.2 ADDRESS OF BUSINESS: NO 6, LOT 1816 JALAN LIMAU MERU 41050 KLANG, SELANGOR

2.3 ORGANIZATIONAL CHART:



2.4 MISSION: to build the best brand of popcorns and has successful relationship with customers for best experience

2.5 VISSION: work hard never betray you