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UNIVERSITI
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MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
SOCIAL MEDIA REPORT



FACULTY AND PROGRAMME: BUSINESS MANAGEMENT & DEGREE IN
FINANCE

SEMESTER: BA2424B / SEMESTER 4

PROJECT TITLE: SOCIAL MEDIA REPORT (KARIPAP DAGING PRODUCT)

NAME: MUHAMMAD EIMEERUL BIN MAZLAN

ID: 2019563993

LECTURER: MISS NORLIZA BINTI SAIFUL BAHRY

ACKNOWLEDGEMENT

First of all, Alhamdulillah, I am most grateful to Allah S.W.T for giving me the courage to complete this Social Media Portfolio as one of the Principle of Entrepreneurship (ENT530) criteria and assignments for this semester. While the evaluation offered for this semester felt pretty difficult because of Online Distance Learning (ODL), Allah S.W.T gave me power and good health when COVID-19 invaded our country.

I would like to give a special thank you to my parents and siblings, who supported me emotionally and physically as I finished this assignment at home. Whenever I feel like I want to give up, they still have my back and help me in completing this evaluation with all the motivational words that can create my dedicated and hard-working mode.

Next, I want to thanked Miss Norliza Binti Saiful Bahry which is my lecturer of Principle of Entrepreneurship (ENT530) for this sem. As a lecturer, Miss Norliza had successfully guiding and teaching me in finishing my assignment She still gives us students example and also advice so that we can learn from the feedback and spill our concept into our mission. It was also very difficult for the instructor to instruct and educate us in the style of Online Distance Learning (ODL) and not face-to-face, but Miss Norliza did a very good job of translating the information to us. Thank you and only Allah can pay your kindness and dedication to lecture us.

Not to forget, I would love to thank all of my BA2424B class mates who make me understand and remind me of the mission I have to do. In addition, during Online Distance Learning (ODL), I confess that I am a slow learner of my peers, but my friends never get tired of responding and helping me accomplish my mission. Thank you to all my friends, and only Allah will pay for your goodness and I hope that wherever you are, all of you will always be safe.

I manage to learn many new things, becoming more coordinated and expert in solving problems that arise in my company through the problem I encounter during my completion of this assignment. The social media business that we built a Facebook profile to promote our product using Facebook is included in this portfolio or research. Sales revenue, creation of soft sales, hard sales production and creation of teasers to lure buyers and make them feel happy about buying our products.

EXECUTIVE SUMMARY

Students taking the Principle of Entrepreneurship (ENT530) need to consider and pick one commodity for them to market for this semester. The aim of this analysis was to evaluate and observe the company's reputation on what sort of marketing approach they preferred in order to raise consumer knowledge of the goods they sell.

To learn and build a Facebook profile, we are needed. On the Facebook page, by posting preview, soft sales, and hard selling, we advertise and encourage our product to the consumer and draw them to purchase our product. I have learned how to build and effectively create a Facebook profile. This platform gives us the ability to build and increase the quality of marketing for normal operating procedures.

The product that I am selling is under the food and beverage category. I take the stock freshly from my friends. This food is usually love and in demand by all age of people. This kripap can be eat at all type of occasion such as Tea time party, Breakfast party and more. This kripap is different from the others because we make a new recipe that will suit all age of people. Moreover, the old type kripap usually consists of potato only but we make it more enjoyable for the customers.

Despite there is many competitors out there, but we manage to establish our brand as one of the best in our housing area. Our main goal right now is want to penetrate the Selangor state market and after that maybe the whole Malaysia.

TABLE OF CONTENT

	Page
ACKNOWLEDGMENT	2
EXECUTIVE SUMMARY	3
E-COMMERCE REGISTRATION	5
INTRODUCTION OF BUSINESS	
I. NAME AND ADDRESS BUSINESS	6
II. ORGANIZATIONAL CHART	7
III. MISSION/VISSION	8
IV. DESCRIPTION OF PRODUCT	9
V. PRICE LIST	10
FACEBOOK	
I. CREATING FACEBOOK PAGE	11
II. CUSTOMING URL FACEBOOK	12
III. TEASER	13-16
IV. HARD SELL	17-24
V. SOFT SELL	25-32
CONCLUSION	33

INTRODUCTION OF BUSINESS

I. Name and Business Address



- Name of Business: Karipap Daging Semenyih
- Business Product: Karipap
- Addresses of Business: 17, Jalan Eco Majestic 1/1B, Eco Majestic, 43500, Beranang, Selangor.
- Facebook addresses: <https://www.facebook.com/KaripapDagingSemenyih>
- Telephone Number: 011-11896300
- Form of the Business: Sole Proprietorship
- Type of the Business: Retail Sale of Food Products