



“SOCIAL MEDIA PORTFOLIO”

“STARMIN TOPOKKI”

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : Faculty of Business and Management & BA242 (Finance)

SEMESTER : 4

PROJECT TITLE NAME : Siti Nur Aishah binti Safaruddin (2019672626)

LECTURER : Madam Norliza Saiful Bahry

AKNOWLEDGEMENT

First and foremost, I would like to show our gratitude and thankful to Allah S.W.T, because of His blessing, I had done such a wonderful task entitle, "Social Media Portfolio" with a great success. I also would like to thank our beloved lecturer, Madam Norliza because she is such a great helper to us from the start until the end. Madam Norliza has given his guidance, advises and instructions in order to do and complete this assignment.

Alhamdulillah, after all the great works, finally this assignment is complete. Thank you for our all classmates whom also help us in giving us the information when needed. Special thanks to my parents in supporting me to complete this portfolio by providing a good internet connection and comfortable place to make this assignment.

I would like to thank to all persons who had involved in this portfolio either directly or indirectly. They had been a great helper to us in completing this portfolio. I believe that this business plan will give innovative ideas to encourage the local community into the challenge business.

Lastly, through this portfolio, I manage to become more organize and mature in dealing with problems that occur in my business. This portfolio teach me on how to use social media business using Facebook, how to make sales, how to create teaser, soft sell and hard sell to attract customer.

EXECUTIVE SUMMARY

My online store is Starmin Topokki on Facebook is selling a Korean snack, topokki. Starmin targeting teens and adults who searching for a Korean snack. They're tempted to eat because they're watching a lot of Korean drama. It is also suitable for young children to eat because our topokki is not too spicy.

I have decided to sell a topokki to people in Malaysia, particularly Muslims, because we should eat Halal food. That's why I chose to sell topokki because today we can see people interested in watching Korean drama or movies. Korean drama often shows their food, so people are tempted to eat. Which makes me believe that our goods can be sold to teens and adults.

Starmin Topokki was founded on 9 August 2020 by Siti Nur Aishah, the owner of the store, and my company is only available online. I'm using the social media on the Facebook page as my forum to sell my goods. Customers can contact us by calling 011-26143358. I'm doing a business that sells a Korean snack that's Topokki. Starmin Topokki is a dropship of Chingu Topokki. The cost to enter the drop is free and to be one of the dropship is that I only advertise or sell the product without getting a stock in hand. We don't have to do the postage, any agent or headquarters who handle the postage.

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INTRODUCTION OF BUSINESS

NAME AND ADDRESS OF BUSINESS

Starmin Topokki was established on 9 August 2020 by the owner of the shop is Siti Nur Aishah and my business are only available online. I am using social media which is Facebook page as my platform to sell my products. Suppliers and customers can contact us by using the number 011-26143358. I am conducting a business that sells a Korean snack which is Topokki. Starmin Topokki is one of the dropships from Chingu Topokki. The fee to join the dropship is free and being one of the dropships is we only promote or sell the product without having a stock in hand. We do not need to handle the postage, all agents or headquarters will handle the postage. My online shop is Starmin Topokki on Facebook offers a Korean snack, topokki. Starmin aims at teenagers and adults that are looking for a Korean snack. They are tempted to eat because they are watching a lot of Korean drama. It is also suitable for young kids to eat because our topokki is not too spicy.

Name of Business	Starmin Topokki
Form of Business	Dropship
Main Activities	Retail sale of business
Commencement Date	9 August 2020
Company's Telephone Number	011-26143358
Social Media	https://www.facebook.com/starmintopokki