



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)

ESKEPAL X BOBA

Prepared by:

Aimi Nursabrina Aqilah Binti Maulud

2020964021

AC220B4D

Prepared for: Madam Nurakmal Ramli



1.

Acknowledgement

Alhamdulillah, all praises to Allah SWT, with His blessings, I could manage to complete this Social Media Portfolio, as one of the requirements that need to be accomplished for the code ENT530. Firstly, I would like to extend my deepest gratitude to all those who have directly or indirectly guided me in making this portfolio. I also want to thank and appreciate my dedicated lecturer, Madam Nurakmal Binti Ramli who taught me in the Principles of Entrepreneurship (ENT530) for her commitment and support during the process of this assignment to make sure I am able to complete it successfully.

Apart from that, I would like to express the deepest gratitude to my parents and other family members for their good cooperation and encouragement in helping me to complete this portfolio. Other than that, I would like to thank my classmates who also indirectly help me to finish this assignment.

Even though there are a lot of obstacles to complete this portfolio, I accepted this as a challenge because I believe that this assignment will give me a lot of benefits in the future as well as for my current business.

2.

Executive Summary.

Eskepal X Boba by Rumah Abah is a small business that sells food and beverage in Gambang, Pahang. This business has operated since 8 May 2020 and has been registered with SSM since it started operating. Eskepal x Boba chose the concept of “selling foods and drinks that are going viral” to always suit the tastes of customers and to be able to meet the demand from customers.

The main products that are sold by Eskepal x Boba are Boba, Ais Kepal Milo and Oden. These side dishes and drinks are constantly popular in Malaysia. Due to that, Eskepal X Boba chose these products as the main menu for sale. There are also other new products that were launched by Eskepal x Boba which are Scone with jam and whipped cream and Spicy Maggie with Korean Chicken. All the descriptions of the products clearly stated in this report. Eskepal x Boba has a wide selection of target customers. The target customers range from those aged 7 to 50 years old. This is because the food sold is suitable for all ages.

As for the marketing purpose, Eskepal x Boba has chosen Facebook Page as one of the platforms to promote the business and now is actively using this platform to reach the customers. Eskepal x Boba has applied the right technique for the teaser, hard sell and soft sell. This is to ensure that customers easily recognize this business and can attract the attention of everyone who views Eskepal x Boba Facebook Page.

In conclusion, Eskepal x Boba hopes to achieve the mission where to improve delivery services by applying Grab Food and Food Panda services to meet the demand from customers as well as the vision to open branches and expand the markets and brands throughout Malaysia.

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4.

Business Name

Eskepal X Boba

Company Name

RUMAH ABAH M VENTURE

Form of Business

Sole Proprietorship



Telephone Number

011-17817579



Business Information



Main Activities

Food & Beverage



Business Address

 No. 3 LS 14, Taman Saujana, Gambang, Pahang

Date of

Commencement

8 May 2020

by Rumah Abah

Status

Active

Registration Number

201903135212 (CA0288834-W)

Email: rumahabah@gmail.com