



اَوْنِبُوْرَسِيْتِي تِيَكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT530 (PRINCIPLES OF ENTREPRENEURSHIP)

SOCIAL MEDIA PORTFOLIO

NAME: MOHAMAD ZULHAZIQ BIN ABDUL RAZAK

STUDENT MATRIX NO: 2020975503

CLASS: AC220B4D

LECTURER: Puan Nurakmal Binti Ramli



EXECUTIVE SUMMARY

CHEW & BREW is a retail sole proprietorship business that sells biscuits, cookies and tea either through our shop which is located in Shah Alam or through our online channel which is Facebook. CHEW & BREW aims to cater to the demographic that is present within the area of Shah Alam, particularly teenagers and students within the age of 10 to 20 years.

CHEW & BREW was established at early November of 2020. Our cafe is located at 6, Jalan Sena 3/13A, Seksyen 3, 40000 Shah Alam, Selangor. That location provides us the strategic advantage in catering to the students because they are studying in a school located not far from our cafe. To do that, we offer our products at an affordable price and offer discounts on occasion to entice them to purchase our products.

TABLE OF CONTENTS

INTRODUCTION OF BUSINESS

<i>GO-ECOMMERCE REGISTRATION</i>	1
<i>NAME AND ADDRESS OF BUSINESS</i>	3
<i>ORGANIZATIONAL CHART</i>	4
<i>MISSION/VISION</i>	5
<i>DESCRIPTION OF PRODUCTS/SERVICES</i>	6
<i>PRICE LIST</i>	7

FACEBOOK

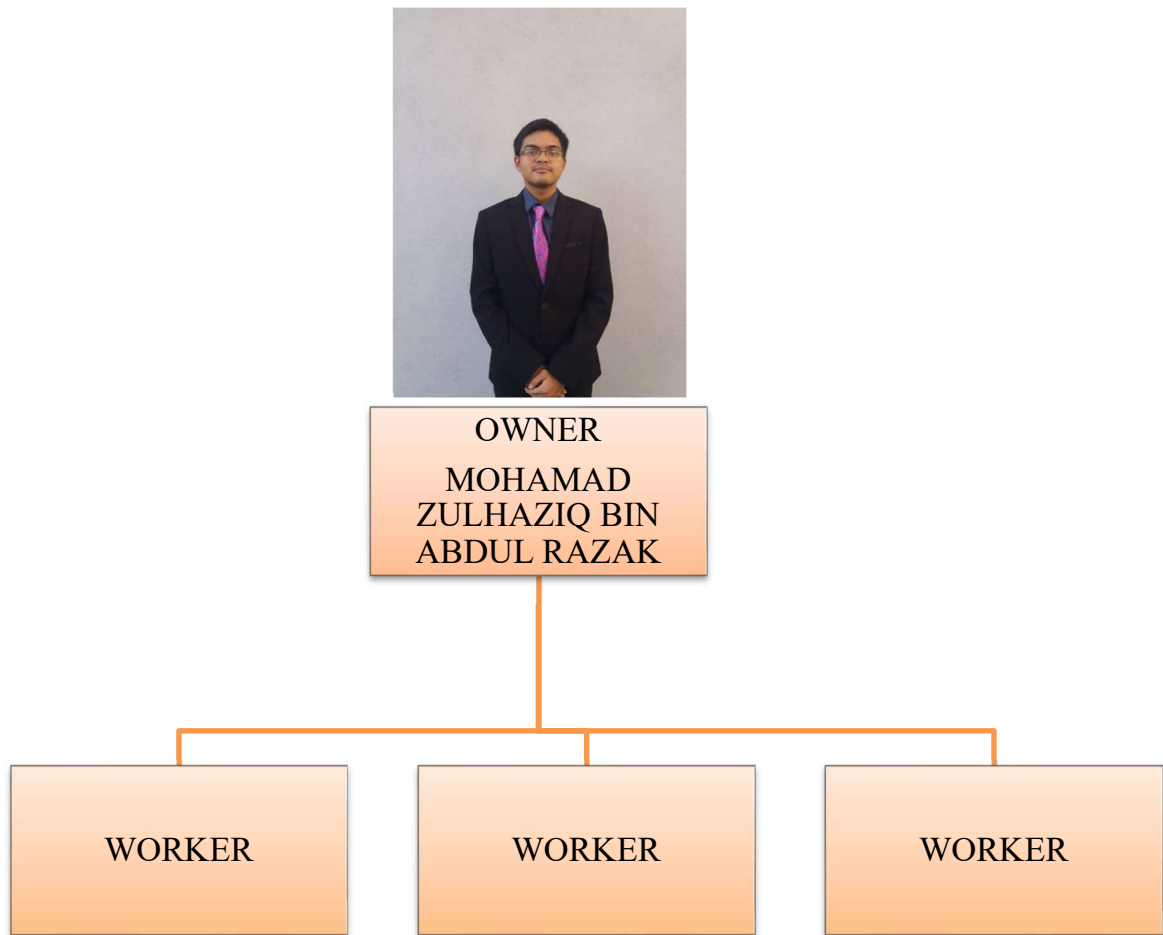
<i>CREATING FACEBOOK PAGE</i>	11
<i>CUSTOMIZING URL FACEBOOK PAGE</i>	12
<i>FACEBOOK POST-TEASER</i>	13
<i>FACEBOOK POST-HARD SELL</i>	14
<i>FACEBOOK POST-SOFT SELL</i>	17
<i>FREQUENCY OF POSTING</i>	18
CONCLUSION	19

INTRODUCTION OF BUSINESS



NAME OF BUSINESS	CHEW & BREW
ADDRESS OF BUSINESS	6, Jalan Sena 3/13A, Seksyen 3, 40000 Shah Alam, Selangor
CONTACT NUMBER	0179437500
TYPE OF BUSINESS	Sole proprietorship
BUSINESS EMAIL	mohamadzulhaziq@gmail.com
NATURE OF BUSINESS	Retail of food and beverages
COMMENCEMENT DATE	4 November 2020

ORGANIZATIONAL CHART



Since Chew & Brew is a self-proprietorship business, the organizational chart consists of the owner, Mohamad Zulhaziq Bin Abdul Razak followed by three workers that is tasked with handling the business in the cafe and the orders received via Facebook.