

2020



UNIVERSITI TEKNOLOGI MARA

SOCIAL MEDIA PORTFOLIO

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MATRIC CARD NUMBER:20202985625

CLASS:BA2493D

COURSE NAME:

PRINCIPLES OF ENTREPRENEURSHIP(ENT530)

PREPARED FOR:

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ACKNOWLEDGE.

First of all, with the name of Allah swt, the most gracious and merciful. With his will, I able to finish my individual assignment. A lot of efforts that I give to do my best and finish this assignment. I also want to say thank you to all people that contribute and help me to finish this assignment.

The first person that I want to express appreciation is my lecturer that teach me in the class and guide me to do this individual assignment. A special to Madam Nadiyah Maisarah our lecturer for principles of entrepreneurship (ENT 530).

Then, I want to acknowledge to Kak Iman Athira and Abang Shahidan that allow me to use their product which is cookies #bilaummibakes in this assignment. They also have give a lot of information, ideas and knowledge to market their product using the Facebook apps in order for me to finish this assignment with excellent performance. I hope their business will getting more success in the future.

Furthermore, I also want to says thanks to my family that giving all their support to me that able me to never give up to continue my studies and InsyaAllah I will make them proud of me.

Finally, I will never forget to all my classmate and friends that sharing their knowledge and teach me something that I unable to do regarding the subject and this individual assignment. For all person that contribute helping and giving support to me, I want to say thank you very much for all of their assistance and may Allah bless all of you.

EXECUTIVE SUMMARY.

This social media assignment is the assignment where we student from BA2493D need to choose one product or brand from any business or create the new product. Then we should act as entrepreneur and market that product using the social media which is Facebook apps or Facebook page. By using the Facebook page, we are required to post three main component which are:

- Teaser
- Copywriting (Soft Sell)
- Copywriting (Hard sell)

In order to fulfill this assignment, I have decided to be part of Raredan ent as an agent who sell their cookies. The founder is Encik Shahidan and his wife Puan Iman Athira. This cookies product which been named #bilaummibakes consists three type of flavor of cookies which are crunchy cookies, extra choc cookies and almond butterscotch cookies. Then, I have used these three products to market it using the Facebook pages and post it to the public. These brand cookies are the premium cookies types that will makes the cookies lover fall in love because the taste is very delicious and their price very affordable with the ingredients that they use is the premium one to taste like premium cookies.

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INTRODUCTION TO BUSINESS.

NAME: HDF.Cookies Enterprise.

ADRESS: NO.62, Kampung Kelapa, 44,000, Kuala Kubu Bharu, Selangor.

ORGANIZATIONAL CHART:

- **Founder-** Muhammad Hadif Bin Bakar

MISSION:

- To achieve at least RM 5,000 sale target per month in year of 2020.
- To ensure cookies stock in the good condition and always being sufficient to meet the customer demand.
- To ensure customer's satisfaction toward our service are at the highest level.

VISSION:

- Become one of the stockist in Malaysia for #bilaummibakes product in the year of 2023.

DESCRIPTION OF PRODUCT:

Our premium cookies being made using the special ingredient in order to get the premium taste of cookies with the affordable price. The cookies that being baked will be pack in a plastic jar. Each jar will contain 150 grams of cookies and be sealed neatly to prevent the cookies become soggy. We offer three types of cookies which are crunchy cookies, extra choc cookies and almond butterscotch cookies. Each types of cookies own their uniqueness.

PRICE LIST:

Cookies types	Price
Crunchy Cookies	RM 15
Extra Choc Cookies	RM 19
Almond Butterscotch Cookies	RM 19