



اَوْنِبُورِ سَيِّتِي تَيْكِنُولُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **SOCIAL MEDIA PORTFOLIO**

### **PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)**

FACULTY & PROGRAM : FACULTY OF INFORMATION MANAGEMENT MARA OF  
TECHNOLOGY MANAGEMENT

(BACHELOR OF INFORMATION MANAGEMENT  
MANAGEMENT OF RECORDS IN INFORMATION)

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## **EXECUTIVE SUMMARY**

Social media portfolio is a paper work that used to measure and record the achievement of sales of the Licious cupcake by Bella. This portfolio helps students to manage their own business as well as learn to see how well students control their own business to succeed. On the subject of ENT530, this social media portfolio is one of the required ones. The Licious Cupcake by Bella business needs to be detailed in more depth in this social media portfolio report. To become a legitimate business in Malaysia, Licious Cupcake by Bella needs to register with Go-commerce by MDEC to conduct business legally in Malaysia.

Next, among the sections that need to be in this social media portfolio are name of address business, organizational chart, mission and vision, descriptions of products and services, and price list. Apart from that, section to creating a facebook page as well as customing URL facebook page. The number of likes must also be indicated to meet the conditions that have been set. The other section is also in the teaser section which is 7 teasers, followed by hard sell and soft sell 10. Lastly is the graphic about the product as well as the conclusion.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 NAME AND ADDRESS OF BUSINESS

The name of business is Licious cupcake by Bella. The name Licious cupcake by Bella was named after the owner's nickname "Bella" and licious cupcake from the delicious of the cupcake taste. The delicious taste of the cupcake has inspired me to name it. Licious cupcake by Bella, produced in my own town, Jalan Laksamana, Kuala Kangsar 33000, Perak.



**This is the logo for my product**

When choosing the color for the logo for my product, I choose pink because pink is the color of unity that represents the ingredients combined together to produce a balanced taste for my delicious cupcake. Next, the cute cartoon placed in this logo shows a combination of sweetness, fluffy taste and a more fancy look at the cupcake that has been baked.