



**FACULTY OF INFORMATION MANAGEMENT**  
**UNIVERSITY TEKNOLOGI MARA**

Bachelor of Information Science (Hons.)

Records Management

(IM246)

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

**SOCIAL MEDIA PORTFOLIO REPORT**

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17 January 2021

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## **ACKNOWLEDGEMENT**

Praise for and Thanksgiving to The Lord because of Bounty, I am able to complete this study. Hopefully these efforts will benefit other individuals. My appreciation and gratitude to my lecturer madam Zarith Delaila for tutoring, guidance and cooperation that is so useful to me to complete this study within the time period. Thousands of thanks and appreciation to my fellow classmate who gave tutoring and encouragement. Special appreciation for my beloved family, my father Ariffin Zee and my mother Zarirah Harun, has always been tolerant, understood and given a full support while complete this study. Lastly, thank you to everyone who is directly involved or indirectly in the study of this project paper. May Lord blesses all the efforts made by you, thank you.

## **EXECUTIVE SUMMARY**

This portfolio, is about business of famous Malaysian cookies namely tart. I choose tart for my business because in my observation, peoples like to eat ready food that fast to eat at any time. Other than that, myself also likes to eat tart because of softness and the flavours fills in my mouth at the same time. I sold 3 types of tart which are Tart Bengkulu, Traditional Pineapple tart and Modern Pineapple tart. To start a business, I had to register from Go-Ecommerce. I had included 2 pictures to proof my registration in Go-Ecommerce. Each of the picture had my name in it.

My business name is My Mine Tart (The World of Tart). In this portfolio, I had introduced my business which is My Mine Tart. I describe all my business detail such as vision, mission and the price list of the tart.

I had created Facebook page to promote and sell my tarts. To promote the tarts, I had made 8 teasers for each tart including sale to make a connection with the customers. Next, I had post 18 hard sell and 19 soft sell in my Facebook page. The design in my Facebook page is more focus on update picture.

## **2.0 INTRODUCTION OF BUSINESS**

Name of my business is My Mine Tart with slogan The World of Tart. I have my partner to do this business and my partner only made the tart while I am selling the tarts. Mission in this business is provide the variety of different flavour of tarts to customers. The vision is “Eat, Enjoy, Happy”. It describes when the tarts are in our mouths we enjoy the tart softness and melting in mouth where makes everyone happy.

I sell 3 different types of tarts that have different charm. Tart Bengkulu is tart from ethnic tradition of Bengkulu, Indonesia on the southwest coast of Sumatra Island. It is baked into the oven and emits an appetizing and delicious aroma. It's in leaves shape and can last almost a month.

Next is Traditional Pineapple tart that shape like a flower. This is the first Pineapple tart was made before latest pineapple tart that commonly found today. Pineapple tart is the newest tart and usually being sell today. My Mine Tart's Pineapple Tart produce big pineapple tart that make people satisfied eat it. My Mine Tart sell with post the tarts to the customer using delivery courier and cash on delivery within Tanjung Malim to Slim River, Perak only.

All postage for tarts are west Malaysia is RM 8 and east Malaysia RM 10. The price for Tart Bengkulu is 1 pieces RM 00.60. Not taking orders below than 8 pieces. Traditional Pineapple tart is 25 pieces in 1 Container for RM 15. Pineapple tart price is RM 25 for 1 jar.

Opening sale only for Tart Bengkulu because it is the first tart had been introduced. The price for opening sale is 20 pieces RM 8 and 30 pieces RM 15. Opening sale start from 10 November 2020 until 15 November 2020. Next promotion is to welcome new tart which is Pineapple Tart RM 19 for 1 jar RM 55 for 3 jar. Year End Sale is the next promotion that all tarts value 20 pieces is RM 19 and 50 pieces RM 25. Last promotion is open because of my birthday on 10 December 2020. The price is for all cookies is 20 pieces RM8 and 50 pieces for RM23. Cash on delivery only for 3 orders and above from Tanjung Malim to Slim River.