



اَوْبُو سَيْتِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



APAM JOHOL

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : SOCIAL MEDIA PORTFOLIO

FALCUTY & PROGRAMME : BA 243

SEMESTER : 6

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO

GROUP : NBH6A

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1.0 Acknowledgement



“In the name of ALLAH the Most Gracious and the Most Merciful”

First, I would like to thank you to Allah the Al-Mighty because I have finish my report on Social Media Portfolio for Principles of Entrepreneurship (ENT530) group. In my effort to prepare this report, I have gained an invaluable experience and were able to explore the full potential of my capabilities. This success is the result of the research to get more details about that business..

Next, I would like to extend my sincerest gratitude to Madam Zanariah Binti Zainal Abidin my lecturers of Principles of Entrepreneurship (ENT530) for her willingness in overseeing the progress of my assignment and I do believe that all his advice and comments are for the benefit of producing the best project.

Last but definitely not least to my family members and classmates, I can never thank you enough for supporting us throughout our studies in UiTM Selangor, Puncak Alam Campus. I hope this course can gives more benefits in my future undertakings especially when we venture into the working world.

2.0 Executive summary

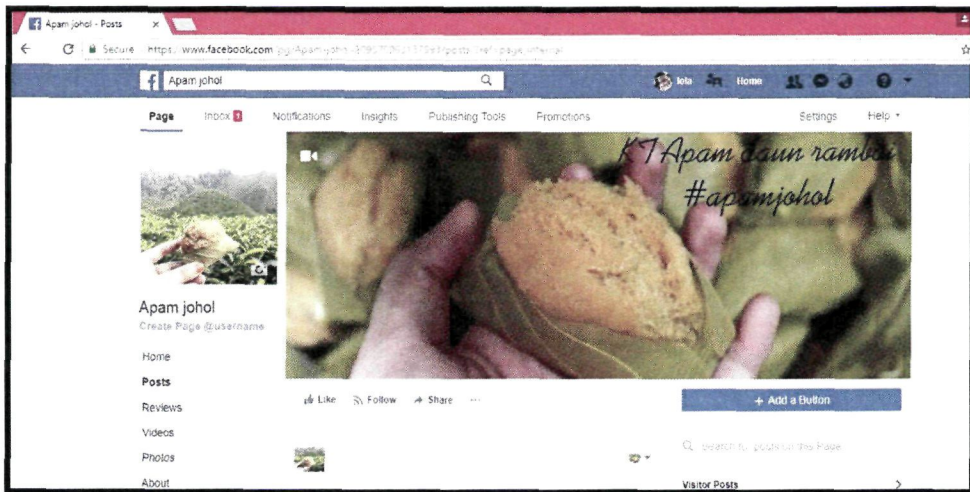
This social media portfolio is to forecast the development of product that is here to offer is a snack product called Apam, It was known as "Apam Daun Rambai" but now called "Apam Johol".

The food industries all over the world have to find new successful strategies and business models. The reason for the necessary changes is based on the ongoing shift from analog to digital production technologies and media products, bringing about new business opportunities on the supply side in combination with changes in the media use on the demand side. The economic situation of major parts of the printing industries is a challenging task. The task for make the delicious Apam Johol is difficult task because I have to understand which technologies, processes and markets fit best to implement successful business strategies.

Therefore, in this paper strategic options are analyzed based on business service food strategy model, a business model canvas, the core competence approach and the analysis of disruptive changes caused by the vitalization. In order to classify possible strategies and business models a portfolio approach with two dimensions (Technology, Market) is used. Possible business models are identified and assigned to the portfolio.

3.0 Name of business

The name of this company is **Apam Johol**. Apam Johol is the official sales and marketing for the high quality and the most suitable to find a unique product in Malaysia markets. The significance for the name as our company name is, Apam Johol represent that our company provides the service of selling food service distributor as my main product. We believe that quality is the most important aspect in our company and for sure quality is more important than quantity. We want our customer to feel satisfy with our products.



4.0 Background of the Company



- Name of Company : Apam Johol
- Business Address : Lot 25, Puncak Bestari (Jati 3),
Bandar Puncak Alam, 42300,
Bandar Puncak Alam, Selangor
- Email Address : apam_johol@gmail.com
- Facebook Page : Apam Johol
- Instagram : www.instagram.com/Apam_Johol
- Website : <http://www.apamjohol.com.my>
- Telephone No : 017-504 8414
- Fax No : 03-31671980