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UNIVERSITI TEKNOLOGI MARA

ENT 530

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

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SUBMITTED TO: PUAN ZANARIAH BINTI ZAINAL ABIDIN

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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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

Firstly, I would like to praise Allah Almighty for His blessing, I have completed this assignment. Thank to Allah for giving me patient, motivation, inspiration and ability to complete this project.

In preparation of my assignment, I had to take the help and guidance of some respected persons, who deserve my deepest gratitude. As the completion of this assignment gave me much pleasure, I would like to show my gratitude to Puan Zanariah binti Zainal Abidin, the lecturer for this subject (ENT530) for giving me good guidelines for assignment throughout numerous consultations. I would also like to expand my gratitude to all those who have directly and indirectly guided me in completing this project assignment.

In addition, thank you to my wife, for the help and advices on creating the business page on Facebook since she is an active online seller on FB. Also thanks to all my course mates for the comments and opinion during the process of completing this project assignment.

1.0 EXECUTIVE SUMMARY

D'LAYLA fruitcake Facebook page is an online business that created in 29th October 2018 for the purpose of academic study. It is an assignment that been tasked to students for subject Principles of Entrepreneurship (ENT530) in UiTM. In this assignment students are required to create a business via social media platform (Facebook). Whereas in this assignment shall develop student ability to demonstrate information retrieval and management skill related to a business via social media platform.

This online business is dedicated to provide customers the very best of our product, with a focus on cakes or fruitcake to be significant. We shall try our best to give best experience to the customer or buyer delicious fruitcakes that baked with various kinds of fruits. In addition to the novel ordering process, customers are assured a moist and flavoursome fruitcake, made fresh daily with the best locally sourced and natural ingredients.

When it comes to hygiene, we have put plans, processes and structures in place that will ensure that we are always at the top of our game when it comes to that. The product also made by Muslim and guaranteed halal and edible for Muslim or non-Muslim.

The Company will create a highly engaging and interactive Facebook page for the Bakery and run it through a managed personal account. By linking them it will be much easier to interchange between our personal and business accounts and allow each member of the staff to contribute the 'organization voice'. This will also allow us to 'invite' all of our personal Facebook friends to like the D'LAYLA Fruitcake page and get a strong number of followers with very little Facebook marketing spend.

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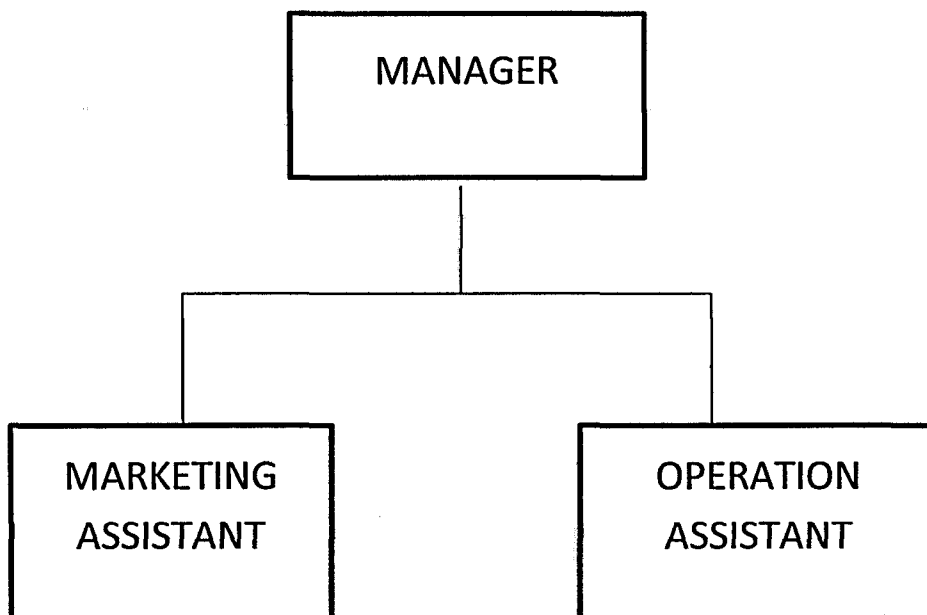
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INTRODUCTION OF BUSINESS

Name of business: D'Layla Fruitcake

Address: No72, Jalan 8/3, Persiaran Puteri,
Bandar Tasik Puteri, Kundang,
48020 Rawang, Selangor DE.

Organizational Chart



Mission

Our mission is to create and promote great tasting, healthy, hygiene and high quality fruitcake.

Vision

Our vision is to become the leading and preferred fruitcake supplier not only in FB but also in the outside market.