



اَلْاَدْبُيُورُ مَرِيْتِي اَتَاكُنُو لَو كُنِي فَا مَرِيْتِي
UNIVERSITI
TEKNOLOGI
MARA

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FACULTY OF BUSINESS MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE MANAGEMENT
(BM 223/243)**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

BUSSINESS NAME :V'tastes

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**GROUP:
(E-PJJ GROUP NBH6A)**

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26/5

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ACKNOWLEDGEMENT

Assalamualaikum and alhamdulillah, most grateful to Allah S.W.T for the completion of this Social Media portfolio as one of the requirement that need to be accomplish in the course work assessment for the code ENT 530.

Special thanks to my parents in supporting me to complete this portfolio by help sell my business product. This portfolio has been prepared with the cooperation and support from many people. Besides that, not to be forgotten to my lecturers which are Madam Zanariah binti Zainal Abidin and her kindness in helping me during the process of completion of this social media business work. She has given me a good service by providing useful information. Without her, I would not be able to complete this portfolio.

Through these problems, I manage to become more organize and mature in dealing with problems that occur during my business. This portfolio covers social media business using Facebook, sales revenue, creating soft sell, creating hard sell and create teaser to attract customer.

Lastly, to those who had involved and contributed directly or indirectly to this portfolio, I am very grateful to them for the effort and initiative that they have shown in my business until successfully completed my portfolio report. I apologize to all other unnamed person who helped me various ways to complete this portfolio and we hope this social media business and portfolio report can give us little bit about Entrepreneurship world and fact about how to become an entrepreneur in future.

EXECUTIVE SUMMARY

Generally the nature of the business is distributors of Sambal by Mr Melting. I choose to distribute the sambal because of nowadays many people are too busy and did not have enough time to prepare healthy food for themselves and their families. It also gives me new experience to gain more knowledge in business and gain sides income.

I have choose V'tastes as the name of the business. Regarding to "V" word itself, it is refer to village and combined together with tastes. The business operates from home at Batu Caves, Gombak, Selangor. V'tastes offers various range of ready to eat sambal for customers by providing the variety of sambalsuch as Sambal Hitam Menangis, Sambal IjoTerasi, Sambal Tempoyak Ikan Bilis, Sambal Tempoyak Udang Petai, Acar Kedondong and Ikan Masin and Sambal Merah Cumi that gives high satisfaction of consumer.

Besides that, V'tastestarget to customers around Klang valley and also targeting to person did not have enough time to prepare food and love to tastes traditional cuisjne quickly and easily. V'tastes marketing strategy is to emphasize the quality and price of the product and services especially sell with affordable price, maintaining good relationship with customers and gives attraction to buy our products through online. I also create Facebook Page to expand my business through social media and learn how to promote business product whether teaser poster, soft sell and hard sell and reached the target market.

Lastly, V'tastes only conducted by myself. I also must raise the revenue at least RM 61 and above and prudent spending for my product to avoid profit falls.

ii. **Introduction of business**

- **Name and address of business**

V'tastes

GI-79, Lorong Teratai,

Kg Sri Gombak Indah,

68100 Batu Caves,

Selangor DarulEhsan.

- **Organizational Chart**

OWNER



NurHayatie binti Mohd Jainuri

- **Mission/Vision**

✚ V'tastes vision is

- ✓ To become a competitive producer/manufacturer and supplier in the local and global food industry arena.

✚ V'tastes mission is

- ✓ To ensure the highest quality of product
- ✓ To be a manufacturer of "HALAL" status food product
- ✓ Offer the best possible services to our customers.