



اَوْنَبُوْر سِيْتِي تِيكُوْلُوْ كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

52324

**PRINCIPLES OF ENTREPRENEURSHIP**  
**(ENT530)**

INDIVIDUAL ASSIGNMENT  
SOCIAL MEDIA PORTFOLIO

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2016175889

(NBH6B)

B-H B-H

## ACKNOWLEDGEMENT

- I would like to express my greatest gratitude to the people who have helped and support me throughout my project. I am grateful to my lecturer for her continuous support for the project, from initial advice and contacts in the early stages of conceptual inception and through ongoing advice and encouragement to this day.
- A special thank of mine goes to my colleague who helped me in completing this project and he exchanged his interesting ideas, thoughts and made this project easy and accurate.
- A special thank also of all my friends which is always helped me in completing this project. They also always give me an ideas how to post teaser, soft sell and also hard sell in the Facebook. They also always helped me to give a like to every post that I posted in the Facebook.
- Lastly, I want to thank to my mother who is always give me support to completing this social media portfolio.

## Executive summary

To understand the truly business is a very difficult if we think the business is a difficult. This project helped me a lot to analyze and understand the truly business. I also has studying and reading a lot of book of business to completing this portfolio project.

As a student of Human resources it is very important for us to understand about the business and this project helped us a lot in this regard. This project also we can learn about how to sell our product to customers. Using Facebook application, customer can easily informed and understand about the product that are promoted.

Teaser : Announcing something is coming.

Soft sell : General promotion without referring to the product brand that want to selling.

Hard sell : Promote the truly product and also included the contact info.

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## INTRODUCTION OF BUSINESS

NAME OF BUSINESS :

### **DELICIOUSMICIOUS WAFFLES**

Deliciousmicious Waffles meaning the waffles are very good and the brand can make customers want to try the waffles.

This waffle is not the usual waffles we find out there. These waffles are made neat and very thorough. The waffles flour has to be made so long that the waffles become soft inside and crunchy outside.

ADDRESS OF BUSINESS :

LOT 9815  
JALAN 5/1 KAMPUNG MELAYU KEPONG  
52100, KUALA LUMPUR

OWNER OF THE BUSINESS :

NUR MITHALI FARAHIN BINTI RANOR