



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا

# UNIVERSITI TEKNOLOGI MARA

PRINCIPAL OF ENTREPRENEURSHIP (ENT530)

BACHELOR BUSINESS ADMINISTRATION (FINANCE) HONS.

SOCIAL MEDIA PORTFOLIO

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## **EXECUTIVE SUMMARY**

The Monstr is a brand of food & beverage that offers snacks such as brownies, cookies, chocobar and more. This business established since 2016 and the most demand products at that time was brownies which is till now, they keep improve the ingredients to produce premium brownies. The Monstr has launched the first brownies pack in Malaysia and capture Malaysians eyes. The business founder is fatin.

The first start product was fruitcake, but it slightly not gets any attention from Malaysians. Thus, the founder comes out with the idea to launch brownies pack which is first in Malaysia starts from RM10 only. Somehow, that products become the most selling products which won the Malaysians hearts. Then, they expanding to produce cookies, brownies, fruitcake, pour n dip cookies jar and the latest products by The Monstr is bloody velvet cookies.

Moreover, I decided to become as The Monstr's agent as I want to get more experience in business and my business name is Voyez Monstr. I promise to myself to push ahead in selling the products and regularly do marketing which could attract more customers. The platforms nowadays benefits agents like me to marketing our products and learn how to promote constantly to increase sales.

## TABLE OF CONTENT

1.0 GO E-COMMERCE REGISTRATION	1
2.0 INTRODUCTION BUSINESS	2
2.1 NAME & ADDRESS BUSINESS	2
2.3 MISSION & VISION	3
2.4 DESCRIPTION PRODUCTS & PRICE LISTS	3
3.0 FACEBOOK	4
3.1 FACEBOOK PAGE	4
3.2 URL FACEBOOK PAGE	4
3.3 FACEBOOK(FB) POST - TEASER	4
3.4 FACEBOOK(FB) POST- COPYWRITING HARD SELL	7
3.5 FACEBOOK(FB) POST – COPYWRITING SOFT SELL	13
3.6 GRAPHICS	19
3.7 CONCLUSION	20
REFERENCES	21

## 2.0 INTRODUCTION BUSINESS

### 2.1 NAME & ADDRESS BUSINESS

- NAME: Voyez Monstr by Marsha Alya Mohamad Husni
- ADDRESS: Pandan Utama Apartment, Lrg Pandan Pertama 2 68000 Ampang Selangor.

### 2.2 ORGANIZATIONAL CHART

