



**FACULTY OF BUSINESS AND MANAGEMENT
UiTM CAMPUS PUNCAK ALAM (SELANGOR)**

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**



**SOCIAL MEDIA PORTFOLIO
(FRUNCHIE COOKIES)**

PREPARED BY:

NAME	STUDENT ID	GROUP
NURUL FAZLIANA BINTI BASIRUN	2020455222	ENT530Z

PREPARED FOR:

MADAM SITI ZAITUN BINTI SADDAM

SUBMISSION DATE:

13TH JULY 2021

ACKNOWLEDGMENT

In the name of Allah, the Most Gracious and the Most Merciful. Alhamdulillah, all praises to Allah for the strengths and with His permission, I am able to complete this report for the subject Principles of Entrepreneurship (ENT530). The completion of this study would not have been possible without the encouragement, contributions and guidance from some parties. In this section, I am pleased to express my gratitude to those who are involved and offer valuable help in carrying out this task.

First of all, I would like to express my deepest gratitude to our subject lecturer, Madam Siti Zaitun Saddam for her invaluable help by sharing knowledge regarding this subject and giving us endless guidelines on how to do our assignment in order to produce a good case study report. She always teaches us and explains things that we are not clear about. Without her guidance, this report cannot be done properly like this.

I would like to expand my gratitude to my classmates for their high cooperation, help and suggestions which gave me inspiration to improve this task in many ways. Thank you for always sticking together and determined to produce a good assignment with all effort and responsibility.

Not forgotten, a deepest appreciation to our parents for their endless love, prayers and full support from beginning till the end especially during Online Learning Distance due to Covid-19 pandemic.

In addition, to those who have directly or indirectly contributed in completion of this case study, I appreciate your cooperation. Thank you for all of your participation and willingness to give feedback in this study. Your kindness means a lot to me. Thank you very much.

EXECUTIVE SUMMARY

Frunchie Cookies is a sole proprietorship business that owned by Ms. Nurul Fazliana binti Basirun and have a few staffs to run the business together. Frunchie Cookies has a mission of providing the best quality of cookies and crunchy and to make it happen, they are using premium ingredients such as Callebaut chocolate and dried cranberries which are the main ingredients on the first product.

Meanwhile for the vision, Frunchie Cookies also targets to create a well-known brand and expanding its business to a bigger place. To add, the Frunchie Cookies also aims in providing good services and a product that can be accepted by every level of people.

Frunchie Cookies targets everyone can consume and enjoy this product by serving lower level of sweetness inside of cookies and crunchy. Frunchie Cookies provides variety of flavour that has a taste of sweet, bitter and sour which is compatible with the Malaysian taste. To add, to attract people's interest in this product, they also comes with the idea of providing a reasonable price.

Next, the location the Frunchie Cookies based is also in a strategic place. It is an important thing to consider to start a business. By having a strategic place, many customers will come and visit the store and it is good for the business. Besides, the customers themselves can pick up their order if their place is near with the Frunchie Cookies store.

TABLE OF CONTENT

COVER PAGE	i
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
TABLE OF CONTENTS	4
1.0 GO-E COMMERCE REGISTRATION	5
2.0 INTRODUCTION OF BUSINESS	
Name and address of business	6
Organizational Chart.....	7
Mission / vision	7
Descriptions of products	8
Price list.....	8
3.0 Facebook (FB)	
Creating Facebook (FB) page.....	9
Customing URL Facebook page.....	9
Facebook (FB) post - Teaser	10-11
Facebook (FB) post – Copywriting (Hard sell)	12-15
Facebook (FB) post – Copywriting (Soft sell).....	16-20
4.0 Conclusion	21

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of business



Figure 2.1 Company Logo

Frunchie Cookies is a business name for our main product that includes cookies and crunchy. Frunchie Cookies is categorised as a sweet dessert based product because it is served with extra dried berries on top, made with variety of chocolate as a base and it can be enjoyed during leisure time. Our motto or slogan is “A Frunchie A day, Keep the Stress Away” that shows our product can be your stress reliever. For the target market, our product can be consumed by everyone, no matter how old or how young a person is. It is due to low level of sweetness of our Frunchie Cookies.

Location is the place where a business decides to site its operations. It is crucial to get the right location where it can attract the customers or people to visit our store. So, we choose No.152, Jalan Merdeka, Taman Melaka Raya, Melaka, Melaka Raya, 75000 Malacca as our base to our Frunchie Cookies.

