



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Tasty
Snacky!

TASTY SNACKY

PRINCIPLES OF ENTREPRENUERSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY AND PROGRAMME : FACULTY OF BUSINESS AND MANAGEMENT
& OFFICE SYSTEMS MANAGEMENT (BA232)

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EXECUTIVE SUMMARY

Social media is a platform that allows people from all over the world to communicate with one another. When used correctly, it provides a lot of advantages. Social media networks enable you to engage with your customers, raise brand awareness, and improve sales and leads. Every month, more than three billion individuals use social media throughout the world, and the number of users and engagement on social channels continues to rise.

For the Principle of Entrepreneurship (ENT530), students were required to use Facebook page as their platform to start their business. As an owner of tasty snacky, I've learned a lot about the advantages and disadvantages of utilising Facebook to advertise products. It's really a blessing as we can experience it and get to improve our communication skills especially when we were posted something or communicated with customer. As we live in a technological age, it is critical for us as sellers to understand how to use social media to promote products or services so that buyers are interested in purchasing them.

While using Facebook platform, we've learned how to handle the business well. From started with teasers to hard sells and soft sells. These few methods show how we can utilise it to attract the customer and how to create the content for the business itself. Not only that, Facebook is one of a low-cost marketing strategy. Marketing activities that might cost a lot of money on other platforms can be done for a lower cost on Facebook. As a result, it's suitable for small and medium businesses with a low marketing budget. Besides, Facebook provide insight which is Facebook's version of web page analysis, allowing users to track data such as page views, unique views, fan numbers, wall postings, video and audio listens, and photo views, among other thing

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1.0 INTRODUCTION OF BUSINESS

Tasty Snacky is the business named own by me and have register the business under go-ecommerce. This tasty snacky is a small business that sells variety of product by Krispies Company and soon will start to expand the business by selling our own products. The name tasty snacky was inspired by the fact that as people bite into the snacks, they would generate crunchy sounds that will entice others to try our products.

1.1 Name and address the business

This business is conduct at No 19, Jalan Lagenda 1, Taman 1 lagenda, 75400 Melaka. The reason why we select that location is because of the strategic location. It is in front of the Aeon Bandaraya Melaka.

1.2 Organizational Chart

