



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**SOCIAL MEDIA PORTFOLIO**

**‘NIMSCHOCO BY FITRI’**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**PROGRAMME :**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)**

**FINANCE (BA242)**

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**PREPARED BY :**

**MUHAMMAD FITRI BIN MAZILAN 2020995213**

**PREPARED FOR:**

**SITI ZAITUN BINTI SADDAM**

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## **Acknowledgement**

It has been almost 2 years of us bracing ourselves trying to stay well during this Covid-19 situation as it has brought a lot of problems to the entire world. Despite that, I am thankful that I was able to complete this assignment with the help of many individuals.

First and foremost, I would like to thank our ever-ready lecturer, Madam Siti Zaitun binti Saddam for giving me the chance to work for this assignment as I could learn so much from this very informative study. Throughout the process of doing this individual assignment, I was worried as it is an individual assignment, so I thought that I must work on it all by myself but thankfully, my lecturer was always ready to guide me and the other students when we have questions about this assignment. I also would like to thank my family for understanding me with my busy schedule of completing a lot of assignment tasks and would love to help me if I ever need something from them.

Last but not least, I would like to thank to myself and give a pat at the back for completing this assignment amidst the hard situation of this pandemic Covid-19. I was able to cop with the stress mentally and physically.

## **Executive Summary**

By doing this individual assignment, I will learn how it is to build an online business from the scratch to the end. The platform that I was instructed to use for this assignment is Facebook (FB). I love the idea of using Facebook as a medium of doing business as it is the biggest social media platform as for today. This means that many people will either purposely or coincidentally find out about the business as many people are using the social media. This assignment also will teach us how to stay afloat during this pandemic as we are not able to go out and restricted from doing a physical business as it might spread and worsen the Covid-19 cases.

I am choosing NIMSchoco as my business product and sold it to the Facebook as my business platform. This is because I have tried the product myself before and it was so good in my opinion. I also have done quite good amount of research about this product and many customers all over Malaysia has given good reviews on this product thus I decided to choose this product as my business product for this assignment.

NIMSchoco is a type of chocolate snack that went viral these days in Malaysia and Malaysians usually called it as 'chocojar'. I have tried a lot of brands of this snack since it went viral and from my standpoint, NIMSchoco has the best version of the snack. The chocolate drippings are all over the jar and NIMSchoco product also do not emit such 'fishy' smell as the other brands would.

By doing this individual assignment, I would learn a lot about handling an online business, also on how or what should I do in order to maximize our profit and eliminate problems if I am destined to be an entrepreneur in the future.

## Introduction of the business

The name of the business is 'NIMSchoco by Fitri' and it is an online business which mainly promoted through Facebook and the one who is handling the business is only Fitri. It is a sole proprietorship. The mission of this business is to gain profit and serve good satisfaction to the customers. The vision of this business is to gain more recognition among Malaysian people. Here is the list of the products sold;

	<p>Name of product: <b>NIMSchoco Coco Rice</b></p> <p>Description of product: Bubble rice coated fully with plenty amount of melted chocolate.</p> <p>Retail Price: RM12 (Promotional price varies according to time of promotion)</p>
	<p>Name of product: <b>NIMSchoco Coco Crunch</b></p> <p>Description of product: Cereal 'Coco Crunch' coated fully with plenty amount of melted chocolate.</p> <p>Retail Price: RM12 (Promotional price varies according to time of promotion)</p>