



SOCIAL MEDIA PORTFOLIO (SMP)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : SOCIAL MEDIA PORTFOLIO (SMP)

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SEMESTER	: 05
PROJECT TITLE	: SOCIAL MEDIA PORTFOLIO (SMP)
NAME	: NURSYAFIQAH BINTI ROMLI (2019462264)
LECTURER	: MDM. RAHAYU BINTI HASANORDIN

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The completion of this assignment also could not have been possible without the participation of my father, Romli bin Ismail, the dropshipper for the Sambal Garing Che Nor. Since my father only sells it through offline, hence I decided to help him by creating the Facebook page for his side business.

This assignment made me learn a lot of things related to business, hopefully it can be guidance for me in the future and help in developing personal growth.

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EXECUTIVE SUMMARY

This Social Media Portfolio (SMP) is an individual assignment which requires the student to choose a business and make a Facebook page. In this assignment, students must register first in Go-Ecommerce, a website for entrepreneurs, then make a Facebook page for the business chosen. On the Facebook page, students need to post teaser, soft sell copywriting technique and hard sell copywriting technique. Not only that, students need to get at least 95 likes.

In this assignment, I chose a food and beverage business which is a product from a local company. The product is Sambal Bilis Garing by Che Nor, where my father is the dropshipper. Since he marketed it through offline only, I decided to improve it to online as this is a good opportunity during this pandemic. The Facebook page name is Sambal Garing Che Nor by Enak contains teaser, soft sell copywriting technique, hard sell copywriting technique and also graphic artworks.

2. INTRODUCTION OF BUSINESS

2.1 Business Name

Sambal Garing Che Nor by ENAK



Figure 3: Logo

2.2 Address of Business

1489J, Jalan Bukit Kuda
41300 Klang, Selangor

2.3 Organizational Chart

