



اَوْبُوْ سَيِّدِي تَيْكُوْ لُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## SOCIAL MEDIA PORTFOLIO



**SAMBAL BILIS CHE PAH**

**ENT530**

**PRINCIPLES OF ENTREPRENEURSHIP**

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## **EXECUTIVE SUMMARY**

For this social media portfolio, I decided to choose a micro-business which is Sambal Bilis Che Pah. The reason why I choose Sambal Bilis Che Pah because I am an agent for this business. The product that I sell, and market is Sambal Bilis. Sambal Bilis Che Pah is sold around Seremban, Negeri Sembilan. This business is owned and run by my family member, Sharifah Mudirah, my aunty. Mrs. Mudirah was started to sell Sambal Bilis in earlier 2021. This product has attracted neighbourhood and residents among Seremban that 500 packs were sold when the product had just been launched.

Sambal Bilis Che Pah can easily attract customers as they can eat from a different range of ages. This product is one of the menus that Malaysian choose to eat with bread, nasi lemak, rice, porridge, and more. In fact, Sambal Bilis Che Pah also is the choice of most Malaysian to travel with because it also durable while remains crunchy. Not only that, but this sambal also attracts many customers to purchase as it was sold at affordable prices. In this social media portfolio, I also provided the e-commerce registration. It is important to register e-commerce because e-commerce gives my business the ability to reach more customers than traditional reaches.

Finally, in my social media portfolio, I promote this sambal bilis through my social media platform which is Facebook. I am using this platform as nowadays, people often used them to search or buy something. There are three stages that I used in attracting customers through Facebook which are using teaser, soft sells, and hard sells. First, to make them curious, I created seven teasers to attract customer's attention. Then, sharing some tips and benefits with the customer and finally, I conducted with hard sell by including the picture or graphic of sambal bilis, price, and payment method which are often used by other sellers.

## TABLE OF CONTENTS

ACKNOWLEDGMENT.....	i
EXECUTIVE SUMMARY .....	ii
TABLE OF CONTENTS.....	iii
1.0 GO E-COMMERCE REGISTRATION .....	4
2.0 INTRODUCTION OF BUSINESS .....	5
2.1 Name and address of business.....	5
2.2 Organizational Chart .....	6
2.3 Mission and Vision.....	7
2.4 Descriptions of products/services.....	7
2.5 Price List .....	8
3.0 FACEBOOK (FB) .....	9
3.1 Creating Facebook (FB) page .....	9
3.2 Customizing URL Facebook (FB) Page.....	11
3.3 Facebook (FB) post- Teaser .....	12
3.4 Facebook (FB) post- Copywriting (16 Hard Sells) .....	16
3.5 Facebook (FB) post- Copywriting (16 Soft Sells) .....	32
4.0 CONCLUSION.....	48

## **2.0 INTRODUCTION OF BUSINESS**

### **2.1 Name and address of business**

The name of this business is “Sambal Bilis Che Pah”. This name is often the first element of the brand that customers will encounter. It is vital that Sambal Bilis Che Pah is distinctive, memorable, and enduring, so it resonates with our target audience. The words “Sambal Bilis” clearly stand for this business that sells sambal bilis to the customers. For the word “Che Pah”, comes from the owner’s nickname which is Sharifah. Moreover, the name of the business has been chosen as it is easy for the customers to search and identify it. For example, when the customers search about sambal bilis, they can easily find the Facebook page of Sambal Bilis Che Pah. The name that the owner choose for this business is yet simple and it is easy for the customers to remember it. Not only that, but this branding also can boost sales and make it easier for the customers to promote and review this business to their family and friends.

Furthermore, Sambal Bilis Che Pah is a sole proprietorship that sells sambal bilis as the main product. For the address, this business does not have any physical store. The owner, Mrs. Mudirah was operated her business using online platforms where she can sell the products through social media such as Facebook, Instagram, WhatsApp, and Shopee. For the products, Mrs. Mudirah recruits one worker to help her cook, pack, and distributed the products to the customers, agents, and dropshippers. Her business to create the product which is sambal bilis has fully operated from her home. The address of Mrs. Mudirah’s home is No.123, Jalan TTJS 3/5, Taman Tuanku Jaafar, 71450, Seremban, Negeri Sembilan. As she is selling online and from home, those who want to purchase Sambal Bilis Che Pah can directly message or WhatsApp her. For the customers that stay around Senawang and Seremban, Mrs. Mudirah can directly deliver the products to them while, those who stay far from those areas, Mrs. Mudirah uses Shopee or agents to distribute the products to the customers.