



اَوْنِزْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP

ENT 530

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

NAME : NATASHA AMIRA BINTI MOHD NASERI

STUDENT ID : 2019814334

GROUP : BA243 4C

PREPARED FOR : MADAM RAHAYU HASANORDIN

SUBMISSION DATE

6 JULY 2021

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful. First and foremost, praise to Allah for enabling me to complete this assignment without any difficulties. Special thanks and appreciation are given to my lecturer, Madam Rahayu Hasanordin, for all her advice and guidance during the implementation of this assignment. Without all the learning that I learning that I learn from her, I could not get and reach this assignment.

I also would like to express my gratitude to beloved family for their encouragement and support during pandemic and Online Distance Learning (ODL) they have given to me during the implementation of this report.

Last but not least, I would like to express my gratitude to all my friends especially my classmates BA2434C which who had been help and support me from the beginning to complete Social Media Portfolio (SMP) as my individual assignment. Without them, I could not finish and able to complete of this task. I hope I can repay their kindness toward me. Thank you,

EXECUTIVE SUMMARY

Your Yellow Jar is a retail business which is sell choco jar. It is come up with variety of flavours such as Chocolate, Matcha, Cookies & Cream, Strawberry Marshmallow and Chocotoffee. The packaging and net weight for each jar is contain 300 grams. This choco jar is create a whole new level type of food and it is suitable for all ages. The purpose of this product is to introduce about this is not a common choco jar in the market right now.

The origin name of Your Yellow Jar was caused from our founder called Farra Wahedda binti Baharol who loves yellow and it became one of her favorite color. It is one of the company name was established. Besides, Your Yellow Jar are freshly baked from home and using quality ingredients and premium chocolate to make sure all the customers who would love our choco jar.

Your Yellow Jar was started on March 2020. Based on the customer review, our product definitely gave the fantastic taste since we are using the best of ingredients. Meanwhile, our best seller product is Strawberry Marshmallow and Cookies & Cream. This flavour received a warm response in the market as well as high demand and the customer repeatedly to buy these two flavours.

TABLE OF CONTENTS

1.0	GO-ECOMMERCE REGISTRATION	1
2.0	INTRODUCTION OF BUSINESS	3
	• 2.1 Name and Address of Business.....	3
	• 2.2 Organizational Chart	4
	• 2.3 Mission and Vision.....	5
	• 2.4 Description of Products and Services	6
	• 2.5 Price List	7
3.0	FACEBOOK PAGE & URL FACEBOOK PAGE	8
4.0	FACEBOOK PAGE (FB) – TEASER.....	9
5.0	FACEBOOK PAGE (FB) – SOFT SELL.....	13
6.0	FACEBOOK PAGE (FB) – HARD SELL	29
7.0	CONCLUSION.....	45

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Company's name was given "Your Yellow Jar" as written in the executive summary above, our founder gave the name Your Yellow Jar because he is very fond of the color yellow. As such, he is also a fan of choco jars. However, the founder wants to produce a choco jar that is a bit unique where there are various flavours that can be found in Your Yellow Jar. This is because we will ensure that our products bring happiness to every customer that we hold dear. And Your Yellow Jar is basically baked fresh from home. For industry profile, Your Yellow Jar is a company that established and own by Sole Proprietorship. Location of business is located at Pandan Indah, Ampang Selangor. Date of beginning this small business started at March 2020. As for our target market, Your Yellow Jar is targeting for teenagers and above with range 10 – 50 years old as our foods are suitable for the individual who are looking for snacks.