



SOCIAL MEDIA PORTFOLIO: SUPERCUTE SUPERCUBE



Prepared for:
DR. MUHAMMAD ISKANDAR HAMZAH

Prepared by:

NURLISA HANI BINTI ABD RAMAN	2019311711
------------------------------	------------

BACHELOR IN CREATIVE PHOTOMEDIA
GROUP AD247.5A

UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY OF ART AND DESIGN

1st JULY 2021

ACKNOWLEDGEMENT

First and foremost, all praises to Allah, the Almighty. Without His blessings and help, I would not be able to complete this assignment.

I would like to say thank you to everyone that has helped me throughout this assignment. To my ENT530 lecturer, Dr Muhammad Iskandar Hamzah, thank you so much for the guidance and lessons given to my friends and I. Without your guidance, I could not complete this assignment as I did now.

I would also like to thank the founders of Supercube, En Aizuddin and Pn Hayfa. It is because of the great system of recruiting the Super Entrepreneurs that I was able to join the team. Everyone in the team has helped me a lot, especially on how to promote my business to potential customers.

To my family and friends, thank you so much for supporting me mentally and physically throughout this assignment. Not to forget, they were also the ones who helped me to promote my social media. I am super grateful for them.

EXECUTIVE SUMMARY

Supercube is a company that owns molasses herb drinks. It was founded by two great entrepreneurs who also happened to be spouses, En Aizuddin and Pn Hayfa, in Kuala Lumpur, Malaysia. They started the business in 2020 when the country was placed under Movement Control Order (MCO) due to the pandemic, Covid-19. Although they just started the business last year, their business has blossomed very successfully until now. As stated by both of them, they believed a crisis also creates entrepreneurial opportunities, hence they built Supercube business. It is to help anyone to start and grow their own business risk-free.


As for now, Supercube has three products which are Ginger and Lavender, Red Dates and Goji Berry, and Osmanthus and Roses. Each box contains 20 cubes. All the products have been certified by JAKIM Malaysia and have been recognised by the Ministry of Health Malaysia (MOH) under MeSTI. To complete the assignment given, I have joined the Supercube team as a dropship agent that they called as an influencer in the team. The system created for the team is very convenient as all of us have our very own Supercube account to keep track of all the orders received, our sales, and the commission. Not to forget, I also have created a Facebook page for my own promotional activities which I named Supercute Supercube.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	1
EXECUTIVE SUMMARY	2
TABLE OF CONTENTS	3
1.0 GO-ECOMMERCE REGISTRATION	4
2.0 INTRODUCTION OF BUSINESS	
2.1 Business Information Sheet	5
2.2 Name and address of business	7
2.3 Mission / vision	7
3.0 BUSINESS MODEL CANVAS	8
3.0.1 Value Propositions	9
3.0.2 Customer Segments	10
3.0.3 Channels	11
3.0.4 Customer Relationships	12
3.0.5 Revenue Streams	12
3.0.6 Key Resources	13
3.0.7 Key Partnerships	13
3.0.8 Key Activities	14
3.0.9 Cost Structure	14
4.0 FACEBOOK	
4.1 Creating Facebook page	15
4.2 Customising URL Facebook page	16
4.3 Facebook post - Teaser	
17	
4.4 Facebook post - Copywriting (Hard sell)	18
4.5 Facebook post - Copywriting (Soft sell)	30
4.6 Frequency of posting	38
5.0 CONCLUSION	41
6.0 REFERENCES	44

2.0 INTRODUCTION OF BUSINESS

2.1 Business Information Sheet

Name of Business (with logo)	: Supercute Supercube 
Name, Phone number & Email	: Nurlisa Hani binti Abd Raman 012-2949717 nurlisahani99@gmail.com
SSM registration	: -
Official business email address	: hq@supercube.my
FB webpage address	: https://www.facebook.com/supercutesupercube
Instagram link	: -
Brand name	: Supercube
Online business mode	: Dropship Agent