



اَبُو سَيْدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
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**FACULTY OF FILM, THEATRE AND ANIMATION (FiTA)
UNIVERSITI TEKNOLOGI MARA (UiTM)**

COURSE CODE / NAME:

ENT530 / PRINCIPLE OF ENTREPRENEURSHIP

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TITLE OF ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO REPORT NAS.KITCHEN

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PROGRAM / GROUP: FF236

DATE OF SUBMISSION: 28 JULY 2021

ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah swt, the almighty for his showers of blessings throughout the process to settle this assignment.

I would like to express my deep and sincere gratitude to my beloved lecturer, Madam Norfazlina binti Ghazali for the guidance, encouragement and overall support for me in finishing this assignment and also to teach me and my classmate in this course.

Futhermore, I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing me for my future. I am very much thankful to my beloved husband for his love and understanding, praying and continuing support to complete this assignment. Any attempt cannot be satisfactory completed without support from them.

Finally, thanks to my beloved friends that always being with me if I need them. I am really appreciate for all their kindness for helping me when I need their help throughout the process to complete this assignment.

EXECUTIVE SUMMARY

Nas Kitchen is a new brand for cookies business which using Facebook as a main platform to run the business. Nas Kitchen is a business run by myself by selling homemade cookies to suit the tastes of customers. Nas Kitchen's target customers are students, young people, the elderly and career people because the price and quality provided is the best.

The main idea why I choose to sell homemade cookies is because baking is my skill and I love sharing joy through dessert. I believe that through sincerity in cuisine can satisfy customers. Moreover, cookies are a well-known and loved dessert. I focus on the use of chocolate chips in each of the 3 flavored cookies i prepare because despite the variety of flavors, but the advantages and sweetness of chocolate are still there in every bite.

Facebook is used as a medium to promote my homemade cookies under my own brand, Nas Kitchen. Facebook has an advantage in doing promotions because Facebook is an ideal platform to find new customers and introduce the brand to the public. Facebook also is a suitable platform for low-cost marketing especially for small business to medium business.

I as a founder of Nas Kitchen is always do marketing by posts soft sell and hard sell on our main Facebook page to promoting our products which is homemade cookies. Each post includes product information, promotions, product advantages, product benefits, prices and how to purchase to make it easier for customers to buy.

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2.0 INTRODUCTION OF BUSINESS



Nas Kitchen created in 2019 through an idea from my family because they know my strengths and talents in baking cookies. In the beginning, we used the name Nas Kitchen so it was easy if to diversify the menu in the future and not focus on cookies alone. But until now we still haven't added food variations under the Nas Kitchen brand and chose to focus 100% on cookie sales. In the beginning, we started this business with only one variation of cookies, namely signature chocolate chip cookies. After 2 years we managed to add two flavor variations namely oat chocolate chips and fruits chocolate chips. I run this homemade cookies business because I believe that the quality I offer is well worth the set price.

Because of my cookies are chocolate -based, Nas Kitchen's target customers are chocolate lovers, young people, the elderly and students. We believe that everyone can enjoy because of the uniqueness in terms of the variety provided. We use the element of chocolate in every variation because we believe that joy can be derived from the bite of the cookies we prepare. The chocolate used is only dark chocolate because the benefits found in dark chocolate are the best when compared to milk chocolate.

We provide pre -orders for each customer so that customers receive cookies in freshly baked. Orders can be made online via Facebook direct message and we will charge delivery charges and postage fees for customers from outside the area. We also allow customers to self pickup at our residence if they request to. This method is used so that customers do not have to bother to go out, they just have to wait at home and enjoy our cookies.