

SOCIAL MEDIA PORTFOLIO

HAPPY TUMMY



PRICIPLES OF ENTREPRENUERSHIP (ENT 530)

PROGRAMME	: FACULTY FILM, THEATRE AND ANIMATION (FF235)
SEMESTER	: 4
PROJECT TITTLE	: SOCIAL MEDIA PORTFOLIO
NAME	: NUR ATASHA BINTI RUSLEY
MATRIC NO.	: 2019256752
LECTURER NAME	: NORFAZLINA GHAZALI

ACKNOWLEDGEMENT

first of all, Alhamdulillah thanks to Allah SWT give me the strength and his blessing to me to complete my assignment. I am really gratefull because I managed to finish my Social Media Portfolio assignment within the time given by my lovely lecturer Madam Norfazlina Ghazali. This assignment would not complete without the helps form my lecturer, my friends and my family. I would like to thank my lecturer who teach me and my classmates in this subject Principles of Entrepreneurship (ENT 530) and also thank you for the time and efforts to guide and encourage me to complete this assignment.

Last but not least, I would like to thanks my friends and classmates that helps me to complete my assignment. Thank you to my family for the support and understanding since I did this assignment at home during this Movement Control Order (MCO). I sincerely want to thank to everyone that involved in this assignment. Thank you.

NO	CONTENT	PAGE
1.	EXECUTIVE SUMMARY	1
2.	1. GO-COMMERCE REGISTRATION	2
3.	2. INTRODUCTION OF BUSINESS	3
	 Business Information 	3
	 Organization Chart 	3
	 Mission and Vision Statement 	4
	 Description of Product and Services 	5
	> Price List	6
4.	3. FACEBOOK (FB)	7
	 Creating Facebook(FB) Page 	7
	 Facebook (FB)- Teaser 	8-11
	 Facebook (FB) Post- Copywriting (hard sell) 	12-22
	 Facebook (FB) Post- Copywriting (Soft sell) 	23-31
	 Graphics for Marketing 	32-39
5.	4. Conclusion	40

EXECUTIVE SUMMARY

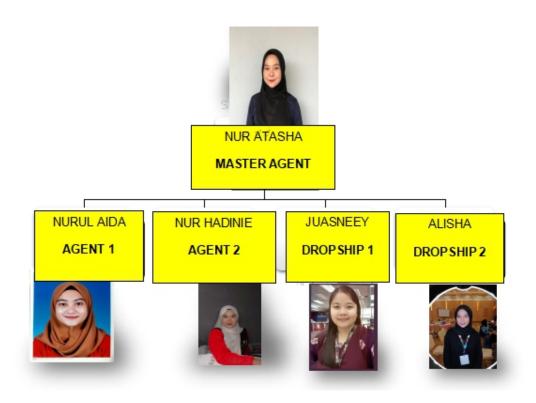
Happy Tummy is a trademark for our product which is TFN Brownies. The main objective is to achieve for the business is to offer variety of crispy and crunchy brownies to our customer with affordable price and luxurious taste of sweetness. Moreover, Happy Tummy have been using Facebook (FB) as a main medium for us to promote and market our product. This day, the usage of social media as a medium for marketing is very important since people in this decade always check out their mobile phone for any update. Moreover, from using social media our company can easily communication and interact with our customer.

According to the customer review, our product gave a fantastic taste and flavour because the indulgence of the brownies makes our customer remembered the taste. Besides that, our customer also comment that our brownies have a premium taste that there are variety of brownies that make them to keep repeating our product. This product also has purchased by customers rapidly due to the cheapest and affordable price. Hence, this product provides a good insight for the continuation of sale to our existing and new customers.

Since early of its opening, Happy Tummy have been sold TFN Brownies more than 100 packages for all different flavour. Increasing demands for our product results into a good profitable sale revenue to our business project. Therefore, Happy Tummy is a good product of choice that can be further expanded to many different areas as the business keeps on growing until this day. Hence, the usage of social media is very vital in promoting and marketing our company and product to the exist and new customers in order to get their trust for our product.

2. <u>. INTRODUCTION OF BUSINESS</u>

- Name and address of Business Happy Tummy
 No. 100 Kampung Keda,
 Sungai Udang, 06900 Yan,
 Kedah
- Organizational Chart



HAPPY TUMMY ORGANIZATION CHART