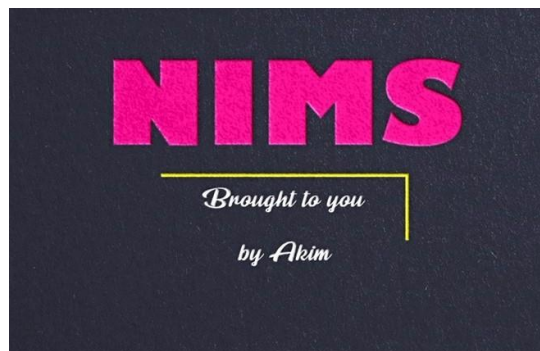




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UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO KINIMS



PRINCIPLE OF ENTREPRENEURSHIP

FACULTY & PROGRAMME: FACULTY OF HOTEL AND TOURISM

MANAGEMENT (HM241)

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ACKNOWLEDGEMENT

First of all, I am grateful to Allah for the good health and well-being that were necessary to complete this social media report.

It was necessary for me to seek the assistance and guidance of several highly regarded individuals in order to complete this portfolio for my social media profile, and they all deserve my sincere thanks. The accomplishment of this task brings me a great deal of satisfaction. My project would not have been possible without the assistance of Madam Norfazlina Binti Ghazali from the University of Technology Mara, who provided me with a solid framework for this assignment after many discussions. Please accept my sincere gratitude and appreciation on behalf of my family and friends for their unwavering support and unending encouragement throughout these difficult times.

I would like to extend my gratitude to my colleagues for their support in offering me guidance on conducting research whenever it is needed. Finally, I would also like to thank my parents and family members for their continued encouragement, support and attention.

I also record my gratitude to one and all who, directly or indirectly, have lent their hand to this venture.

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EXECUTIVE SUMMARY

To begin, I decided to sell Coco Tub from NIMS for my social media portfolio since I have been a customer of theirs since the year 2020. At first, I was only a frequent customer, but after a year, I decided to become an agent since their Coco Tubs are so addicting to consume and perfectly fit my palate also can making money for side income. Aside from that, the demand for this Coco Tub is high since people today prefer to look for something new that can satisfy their sweet appetite, and this Coco TUB is one of the snack foods that will undoubtedly draw people to purchase it because of its unique taste.

A gathering of data on the Kinims Facebook Page, which is owned by Muhammad 'Imran Hakim Bin Jamilul-Lail, may be found in this social media portfolio. The business was founded on April 1, 2021, and its headquarters are situated at No 24, Jalan Pulau Indah U10/56A Taman Sandaran Permai 40170 Shah Alam, Selangor. Kinims is a business that sell premium items, such as the Coco Tub, to satisfy people's demand and desires. The Coco Tub are made up of five distinct types of ingredients, which are Coco Crunch, Rice, Ball, Krisp, and Rainbow series, respectively. Kinims Coco Tub by NIMS have always been produced with only the premium chocolate, ensuring that they never fail to satisfy their customers.

There have been no sales from any of the posts on the Facebook page, and the owner believes that by establishing this Facebook page, the number of consumers will increase over time and the page will be able to draw in even more customers.

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSNIESS

Kinims is a business that sells different types of Coco Tubs manufactured by NIMS as its primary product. The name of the company is straightforward, it is a combination of the owner's page name and the brand name, which is NIMS. The customers will not have a difficult time in finding our Facebook page if they search for it. Our company slogan is "Each bite has a secret meaning," which demonstrates that our Coco Tub have a hidden meaning when they eat it since the Coco Tubs are produced with high quality to satisfy everyone's cravings when they are eaten. Students, movie and chocolate lovers, and individuals who like snacking are the primary target markets for Kinims.

The logo use for the business consist of the word “ Brought to you by Akim”. The word means the owner only brings the best products for his customers to enjoy with each of the Coco Tub purchased.

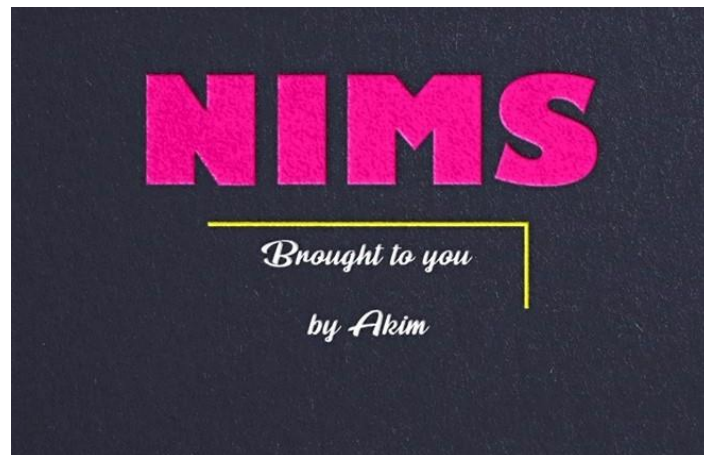


Figure 2.1: Kinims logo