



اَوْبُوْرَسِيْتِيْ تِيْكُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF TOURISM AND HOTEL MANAGEMENT

DEGREE IN TOURISM MANAGEMENT

SOCIAL MEDIA PORTFOLIO (FACEBOOK PAGE)



PARADISE BAKERY & CAFÉ

Prepared by:

NUR NADIRAH BINTI MOHAMAD SALAM

2020898794

HM241 3B

Prepared for:

MADAM NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Alhamdulillah, in the name of Allah, the Most Gracious and the Most Merciful. All praised to the Prophet Muhammad SAW. First of all, a very thankful to Allah SWT for granting me health to complete my social media portfolio which is Facebook Page of Paradise Bakery & Cafe. Praise Allah for granting me the patience, strength and dedication to accomplish my task for this subject which is Principles of Entrepreneurship (ENT530).

Before that, my grateful thanks to Madam Norfazlina Binti Ghazali as my lecturer for this subject, ENT530 for the guidance and encouragement she provided genuinely helped the students advance and smoothly. Not to forget, a great appreciation to all my friends and classmates that constantly supporting & sharing their info or ideas, knowledge and opinion with me regarding the task.

Lastly, I would like to thank my parents and family who always support me in everything I do and always understand my situation. Thank you also to all people who involves directly and not directly in completing my social media portfolio.

Thank you.

EXECUTIVE SUMMARY

Paradise Bakery & Café is a small partnership business about food and beverage that more focus on desserts. This bakery offers various types of desserts for all dessert lovers to enjoy it with cheerful and to fulfil the demands of customer. It is identifying that people loves the desserts as their snacks during relaxation, family gathering, events, etc. This bakery offered an affordable price for any types of desserts as my business target market are people with any kind of level income (lower to highest) such as children, teenagers, adults and senior citizens to buy desserts from my bakery.

Paradise Bakery & Café marketing strategy is to emphasize the quality of product and services and the price of the products. This may help to maintain and improve the relationship between the customer to create regular customer and it will generate more profits to the business. Its offers the affordable price due to many people want to buy this product especially children and teenagers. Besides, this bakery serve an amazing and best quality of taste that totally achieve customer satisfaction. The management of Paradise Bakery & Café is manage by myself, Nur Nadirah Binti Mohamad Salam with 3 of my best friends. I created this Facebook Page to expand my business through social media and learn how to create Facebook post for business product whether teaser, hard sell and soft sell.

I must promote the product through the social media to gain more likes and followers, so that my product will spread all over Malaysia and at the same time I will attract more customer to buy my product and gain more profits. I also learns how to use Go-Ecommerce Website to record and monitor the sales for each month. It is quite challenging for me to consistently promote on the Facebook Page to fulfil the requirement of individual project for subject Entrepreneur.

TABLE OF CONTENTS

Cover page	i
Acknowledgement	ii
Executive Summary	iii
Table of Contents	iv
1.0 Go-Ecommerce Registration & eUsahawan Certificate	1
2.0 Introduction of Business	3
• Name and address of business	
• Organization chart	
• Mission & Vision	
• Descriptions of products & services	
• Price list	
3.0 Facebook Page	
• Creating Facebook Page	5
• Customing URL Facebook Page	6
• Facebook Post – Teaser	7
• Facebook Post – Copywriting (Hard Sell)	11
• Facebook Post – Copywriting (Soft Sell)	21
4.0 Conclusion	31

2.0 Introduction Of Business

- **Name Of Business**

The partnership business name is Paradise Bakery & Café, which is to give pictures and attract our customer that our bakery will serve the best quality of taste with our special tag line 'A Taste from Heaven'. We also decorate our bakery with Paradise theme that make customer more relax and calm while enjoying their desserts.

- **Address Of Business**

The main premise is located at Ground & 1st Floor, No. 25 Jalan Utama, 3/2 Segamat Johor 85000. This location we choose is totally strategic and easy to access which is on the side of the road, near to the shopping mall, commercial centre and houses with spacious parking lot.

- **Organizational Chart**

