



اَوْنِبُوْرَسِيْتِيْ بَاتِيْكُوْلُوْمِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**  
**BACHELOR OF BUSINESS ADMINISTRATION (HONORS)**  
**HUMAN RESOURCES MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**SOCIAL MEDIA PORTFOLIO**

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## EXECUTIVE SUMMARY

This assignment required me to do a report of online business that are using the platform of Facebook page. The student must establish a brand and create a Facebook page to promote their product. To promote our brand, we need to apply all the e-commerce method such as teaser, soft sell and hard sell method in the business page. Moreover, we also require to register for an E-commerce platform under MDEC to legalize our online business.

Under this assignment, the name of the company that I have been introduce is namely Thecrimebites\_by Wahi. I have selling some sort of cookies which are Chocolate Chunk Cookies, Rocher Cookies, Buono! Brownies and Naked Cookies. As we know, many of people like or craving for chocolate cookies that they can eat in snacking time or also can be as a dessert. The product that I choose is special from the other cookies product as we use melted Callebaut chocolate and melted hazelnut chocolate that surely can attract the cookies lover and chocolate lover. Besides that, we also provide a surprise delivery services for our customer with reasonable price and beautiful decoration.

For the targeting market, the main areas that has been highlighted within Sungai Buloh, Selangor since I was staying there. Not only within that areas, the targeting market also would be within Malaysia as we can do a postage service. The business starts operating in March 2021 officially on our Facebook Page with the name of Thecrimebites\_ and January 2021 on our Instagram Business Page with the name thecrimebites\_. We sure that our product will be well known by the people as we ensure that we will give a best product to fulfil our customer demand.

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## INTRODUCTION OF BUSINESS



- Company Name: Thecrimebites\_by Wahi
- Website: <https://www.facebook.com/thecrimebitesbywahii/>
- Address: Blok A-02-02 Kuarters Integrasi Hospital Sungai Buloh, Jalan Hospital 47000 Sungai Buloh, Selangor
- Name of Product:
  - i. Chocolate Chunk Cookies
  - ii. Rocher Cookies
  - iii. Buono! Brownies
  - iv. Naked Cookies
  - v. The Perfect Two Combo
  - vi. Crimebites Bouquet
  - vii. Crimebites Mix Box Gift
- Organizational Chart

