



UNIVERSITI TEKNOLOGI MARA

FACULTY OF INFORMATION MANAGEMENT

Bachelor of Information Science (Hons) Information Systems Management

(IM 245)

Principles of Entrepreneurship

(ENT530)

INDIVIDUAL ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO: PLEIN

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EXECUTIVE SUMMARY


This report is about doing entrepreneurship using social media platform. In this task, the author is given to promote her products using a Facebook page for her online marketing campaign. The author chooses food and beverages as her business category and the name of her company is PLEIN and Sdn.Bhd. as her type of business. She chooses to sell bread and desserts as product selling.

Here in this report, contains Go-Ecommerce registration for her to register every detail of her business including her business official Facebook page with its URL. In PLEIN official Facebook page consists of 7 teasers, 16 copywriting of hard sell and 16 copywriting of soft sell with some graphics to make the content more interesting. This report also mentions the organizational chart, business mission, its descriptions of products and services and the price list of every category of the food.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business	Name of business: PLEIN Address: https://www.facebook.com/PLEIN-107828598109061
2.2 Organizational chart	<p style="text-align: center;">Founder of PLEIN</p>  <p style="text-align: center;">NUR SYAFIQAH BINTI MURAT</p>
2.3 Mission / vision	This business's mission is to give all people the opportunity to have good quality food with a healthier approach.
2.4 Descriptions of products / services	This business is selling bread and dessert as its business product. All of the products are made of high-quality ingredients at a reasonable price. It consists of local and overseas dessert at the same time very much in line with local tastes
2.5 Price list	Bread: Ranges from RM 2 to RM 4 Dessert: Ranges from RM 3 to RM 5 A whole cake: Ranges from RM 75 to RM 150 A Slice of cake: Ranges from RM 6.50 to RM 12.50