



اَوْبُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

THE KOOKIES MONSTR

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : FACULTY BUSINESS AND MANAGEMENT / OFFICE
SYSTEMS MANAGEMENT

SEMESTER : 3

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO

NAME : WAN NUR JANNAH BINTI WAN MOHAMAD ZUKI
(2020988103)

LECTURER : DR SYUKRINA ALINI MAT ALI

ACKNOWLEDGEMENT

Assalamualaikum w.b.t. In the name of Allah, the Most Gracious and Merciful, First and foremost, I am grateful that I am able to do this work within the given timeline provided. My name is Wan Nur Jannah Binti Wan Mohamad Zuki who is created this portfolio. In order to finish this project, I needed a lot of support and guidance from a trusted and reliable person. I gratefully express my deepest thanks, especially to Dr. Syukrina Alini Mat Ali, my lecturer for Principles of Entrepreneurship (ENT530), for her support and guidance in the process of completing this individual work. I would be unable to do this work without his advice and supervision.

In addition, I'd would like to express my gratitude to my parents and relatives for their support in completing this project. They truly assist me in achieving my goals and providing financial support whenever I require it in order for my individual assignment to be a success. On the other hand, they were really helpful in completing this individual assignment.

Finally, I'd would like to express my gratitude to my classmates for their encouragement and helpful feedback on my individual assignments, which motivates me to develop in parts where I feel lacking. In addition, I appreciated everyone who contributed their effort and energy to ensure that my task was successful and completed on time.

EXECUTIVE SUMMARY

Social media is a platform and application that allows users to produce and share information as well as participate in social networking. The majority of the people use especially on a regular basis, including Facebook, Instagram, Twitter, Whatsapp, and others. People can easily obtain information through social media, therefore this is a great opportunity for an entrepreneur to make their product known to the general public. In this project, we would want to discuss how the business is growing and how we advertise our product on social media to make it known to the general public. Soft sale, hard sell, and teaser are some of the tactics used to attract people to purchase our products. As we all know, technology and social media are the focus of today's world. As a result, by utilising a platform such as the application of Facebook, it will be easier to increase brand recognition.

The Kookies Monstr is a business that sells viral products nowadays because Malaysian's people love to eat something when it went viral. Many people love to watch movie at the cinema and buy this product as their companion while enjoying their movie time moment. Also, students currently doing an assignment at their home and always feel hungry during late night but our product can give them something easy to eat. Thus, because of that, many people start a cookies business to fulfil the demand. We understand that some cookies sell in the market nowadays is not as good and because of that, The Kookies Monstr finds the solution and create a good recipe in cookies making to make it as the best among other competitors. Also, The Kookies Monstr also produces brownies product that taste so unique makes the customers to repeat to buy again. Our products can be eaten by everyone especially kids, teenagers, and even students. Our business is located in the Subang Jaya but we are selling online in the Facebook so it is easy to sell our product and find customer. The Kookies Monstr will deliver the highest quality items to meet the needs of its consumers.

TABLE OF CONTENTS

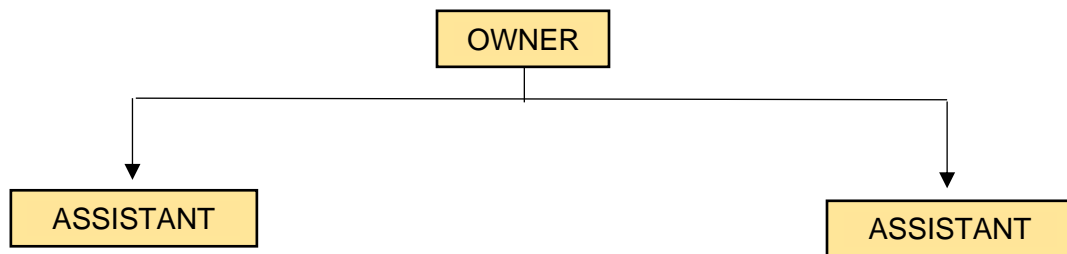
i. GO-ECOMMERCE REGISTRATION	5
ii. INTRODUCTION OF BUSINESS	6
• Business Name.....	6
• Address of Business	6
• Organizational chart.....	6
• Mission	6
• Vision.....	6
• Description of products/services	7
• Price list	8
iii. FACEBOOK (FB)	11
• Creating Facebook (FB) page	11
• Customing URL Facebook (FB) page	11
• Facebook (FB) post – Teaser.....	12
• Facebook (FB) post – Copywriting (Hard sell).....	14
• Facebook (FB) post – Copywriting (Soft sell)	22
• Frequency of Posting – FB insight.....	30
iv. CONCLUSION	33

ii. INTRODUCTION OF BUSINESS

- Business Name : The Kookies Monstr
- Address of Business : No. 78, Jalan USJ 8/2B, 47610 Subang Jaya, Selangor Darul Ehsan
- Organizational chart



Wan Nur Jannah Binti Wan Mohamad Zuki



- Mission

The Kookies Monstr mission is we are a premier gourmet kookie company whose to create a million smiles. The Kookies Monstr wants everyone to show appreciation to others with our kookies.

- Vision

The Kookies Monstr vision is to become first choice of customers and to set a standard for quality standards in the food business by researching food demand and trends.