

FACULTY BUSINESS AND MANAGEMENT
(ENT530)
PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: FLAVORED PURE MILK
PREPARED BY
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PREPARED FOR:
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SUBMISSION DATE:
25 JULY 2021

ACKNOWLEDGEMENT

First and foremost, In Allah's most gracious and kind name, Assalamualaikum. I'd want to thank Allah SWT for providing me with the patience, strength, commitment, and fortitude to complete this assignment successfully. Despite a little setback that happened while we were working on it, this task was accomplished with the help of all group members.

Besides that, big thank we address to our lecturer Dr Zawani binti Mamat@Ibrahaim because without her guide our assignment or task cannot be done properly like this. She always gives us support and guide to us how to do our assignment in purpose to produce a good outcome from research that been studied.

Finally, we'd want to thank our lovely and caring friends for their support and always sticking together and working hard for me to complete a terrific task with all of their resources and responsibilities. I'm hoping that all of the resources will be useful to both us and the other members of our group. We'd also like to thank all of our students for their contributions to the completion of this group project.

EXECUTIVE SUMMARY

Flavored Pure Milk is the naturally and flavored nutritious and also, we transform it into hundreds of delicious dairy products to help you enjoy a healthier life. For now, we have three different flavors which are strawberry, grape and original and all of products most popular at our company. Basically, customers mostly prefer to choose strawberry and original flavors.

Its high in calcium, phosphorus, B vitamins, potassium, and vitamin D, among other nutrients. Its also a great source of protein. Drinking this product can help you avoid osteoporosis and bone fractures, as well as keep your weight.

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1.0 BUSINESS REGISTRATION (e-Commerce)



Certificate of Completion

This acknowledges that

Muhammad Amirul Hakim b Zuraidi

has successfully completed

eUsahawan Course **Level 1 – Go Digital**

organised by



This is a digital-generated certificate. No signature is required.

E-COMMERCE PROFILE

The screenshot shows the 'Go-eCommerce BETA' profile page. The user is Muhammad Amirul Hakim b Zuraidi. The page is divided into two main sections: Personal Information and Institution Information.

Personal Information

Name	Muhammad Amirul Hakim b Zuraidi	Phone/Mobile		Edit
New Identity Card No.		Home Address		
Email Address		District		
City		Postcode		
State		Personal Instagram		
Personal Facebook		Race	Malay	
Gender	Male	Special Need	No	
Marital Status	Single	Required		

Institution Information [Add New](#)

UiTM Puncak Alam - NZI ENT530

Type of Institution	IHL	Institution List	Universiti Teknologi MARA
State of Institution	Selangor	Name of Institution	UiTM Puncak Alam
Address of Institution	Universiti Teknologi MARA Cawangan	City	Puncak Alam

This screenshot shows a detailed view of the institution information for a specific course. The course is 'NZI ENT530' at 'UiTM Puncak Alam'.

Institution Information

Type of Institution	IHL	Institution List	Universiti Teknologi MARA
State of Institution	Selangor	Name of Institution	UiTM Puncak Alam
Address of Institution	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	Puncak Alam
District of Institution	Kuala Selangor	Postcode	42300
Level of Study	Bachelor Degree	Study Status	Full time
Course Name	NZI ENT530	Class Name	NZI ENT 530
Subject Name	PRINCIPLE OF ENTREPREEURSHI P	Year Enrolling the subject	2021
Month Enrolling the Subject	3	Lecturer Name	NOR ZAWANI BT MAMAT@IBRAHIM
Internship Enrollment	No	Year Of Internship Enrollment	
Month of Internship Enrollment		Period of Internship Training	
Expected Year To Complete Study	2023	Expected Month To Complete Study	8

[Edit](#) [Delete](#)

2.0 INTRODUCTION OF BUSINESS



Flavored Pure Milk is naturally flavoured and nutritious, and we use it to make hundreds of delightful dairy products to help you live a healthy life. For now, we have three different flavors which are strawberry, grape and original and all of products most popular at our company. Basically, customers mostly prefer to choose strawberry and original flavors.

In order, Calcium, phosphorus, B vitamins, potassium, and vitamin D are just a few of the minerals it contains. It's also a high-protein food. This product can help you avoid osteoporosis and bone fractures while also helping you maintain a healthy weight.

2.1 FLAVORED PURE MILK INFORMATION

Name of Business	Flavored Pure Milk
Business Address	917 Padang Seri Paduka, Kota Bharu Kelantan
Corresponding Address	
Contact	
Form of Business	Sole Proprietorship
Main Activities	Retail sale and food products
Name of Bank	CIMB
Bank Account Number	
Date Registration	July 2021

2.2 ORGANIZATION CHART

Flavored Pure Milk is a sole proprietorship business and start-up only operate a small business.



NAME: Muhammad Amirul Hakim Bin Zuraidi

CARRIER: Graduate in Diploma in Human Resource Management

2.3 MISSION AND VISION

Mission

- Providing fresh and pure nutritious products to our consumers every day
- Giving back meaningful returns to our partners and helping them grow

Vision

- To be the most loved dairy brand in Malaysia 2030
- To help people stay fit and healthy

2.4 DESCRIPTION OF PRODUCTS AND SERVICE

Flavored Pure Milk is high in calcium and provides more than ten important minerals that benefit everyone who enjoys drinking milk. According to recent scientific studies, it also contains additional beneficial components such as whey protein, sphingomyelin, and conjugated linoleic acid.

Next, this product also contains all of the vitamins and minerals required for a baby calf's growth and development throughout its first few months of life.

The technique of adding minerals or vitamins to food is known as fortification. Vitamin D of milk products is prevalent and even mandated in some countries as a public health policy.

2.5 PRICE LIST

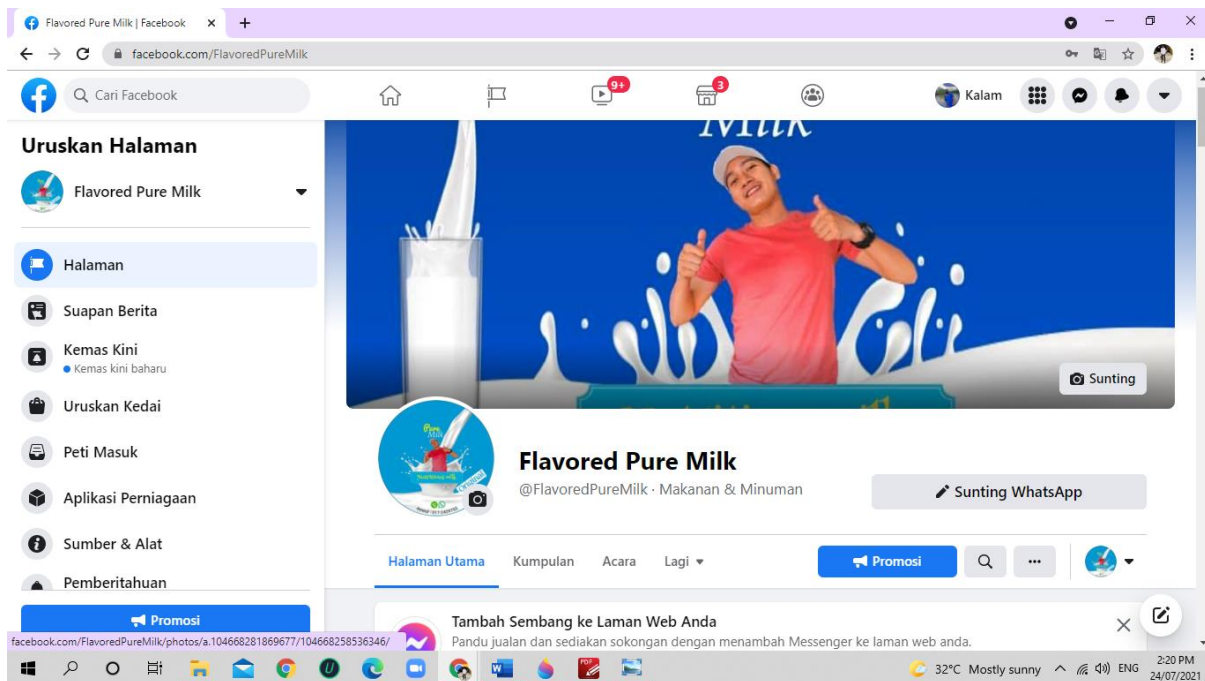
We have three different flavors which are strawberry, grape and original and all of products most popular at our company. Every flavor is the same price, RM 2.00 each. The price of our product not over than RM 3.00 and you can afford much more than you dream it.



3.0 FACEBOOK

In business, social media is an effective and efficient platform for product or brand to communicate and engage with the users online. For my products which is Flavored Pure Milk, we were able to manage and increase customer interaction, as well as keep client loyalty and reach out to new customers to purchase this product.

3.1 CREATING FACEBOOK PAGE



Flavored Pure Milk | Facebook

facebook.com/FlavoredPureMilk/photos/?ref=page_internal

Cari Facebook

Uruskan Halaman

- Flavored Pure Milk
- Halaman
- Suapan Berita
- Kemas Kini
 - Kemas kini baharu
- Uruskan Kedai
- Peti Masuk
- Aplikasi Perniagaan
- Sumber & Alat
- Pemberitahuan

Flavored Pure Milk

Sunting WhatsApp Promosi

Foto Muka Depan 1 item

Gambar Profil 2 item

Semua Foto

Tambah Gambar

32°C Mostly sunny 2:22 PM 24/07/2021

Flavored Pure Milk | Facebook

facebook.com/FlavoredPureMilk

Cari Facebook

Uruskan Halaman

- Flavored Pure Milk
- Halaman
- Suapan Berita
- Kemas Kini
 - Kemas kini baharu
- Uruskan Kedai
- Peti Masuk
- Aplikasi Perniagaan
- Sumber & Alat
- Pemberitahuan

Flavored Pure Milk

Sunting WhatsApp Promosi

Perihal

Masukkan Lokasi

Want to get the best milk? Meh sini

102 orang sukakan ini

107 orang mengikuti ini

<https://www.facebook.com/Flavored-Pure-Milk-104667545203084>

Promosikan Laman Web

017-242 9755

Hantar Mesej

mahbz9898@gmail.com

Sunting Masa Perniagaan

Makanan & Minuman

Sunting Maklumat Halaman

2 Orang Dicapai

0 Penglibatan

+8.0x Lebih tinggi Skor Pendedaran

Galakkan Siaran

Suka Komen Kongsi

Komen sebagai Flavored Pure Milk

Tekan Enter untuk mengirimi.

Flavored Pure Milk

22 Julai jam 12:03 PTG

DONT LET GO THIS OPPORTUNITY BY GRAB THIS PURE FLAVORED MILK.

Our fresh dairy milk is naturally nutritious and we transform it into hundreds of delicious dairy products to help you enjoy a healthier life!

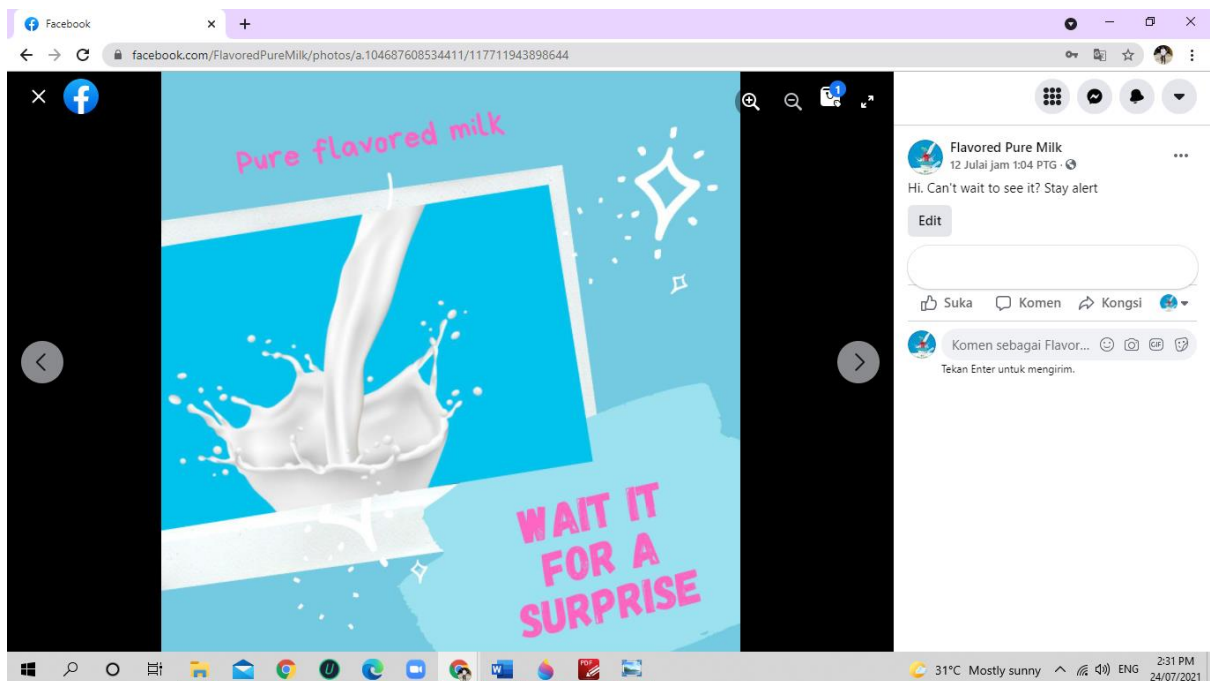
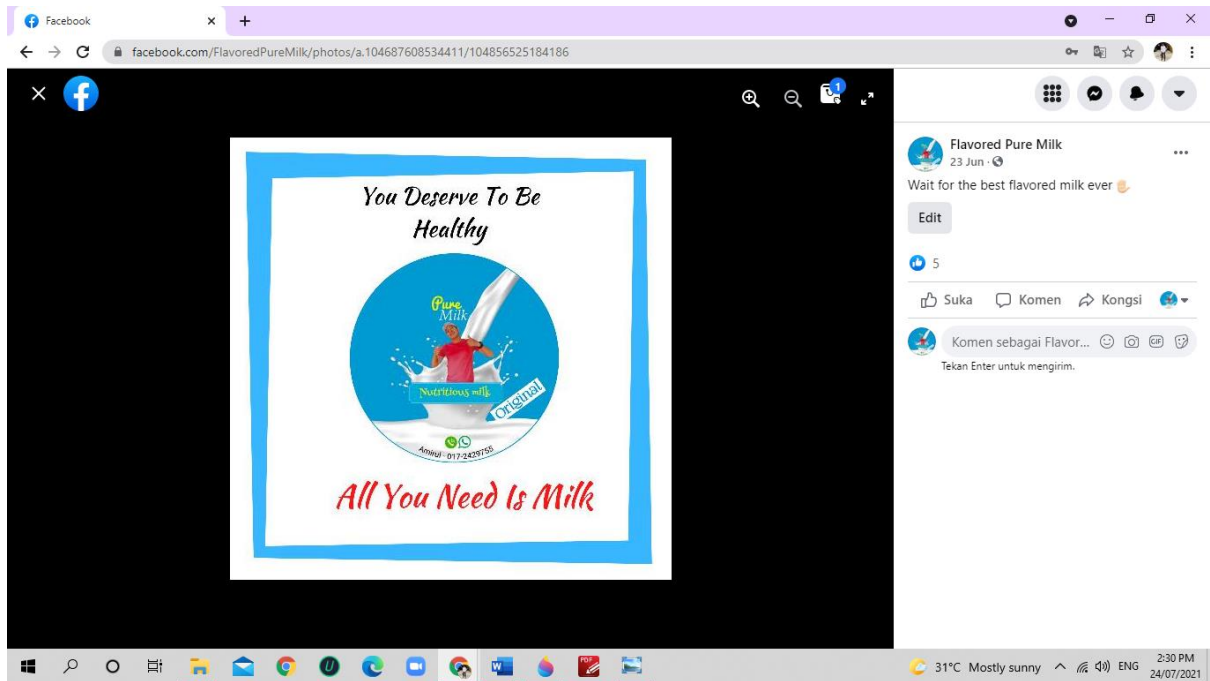
Only Rm 2.00 each... [Lihat Lagi](#)

31°C Mostly sunny 2:27 PM 24/07/2021


3.2 URL FACEBOOK PAGE

<https://www.facebook.com/Flavored-Pure-Milk-104667545203084>

3.3 FACEBOOK POST - TEASER



3.3 FACEBOOK POST – HARD SELL



Facebook

facebook.com/FlavoredPureMilk/photos/a.104687608534411/121894326813739

Flavored Pure Milk
2h · 🌐

DONT LET GO THIS OPPORTUNITY BY GRAB THIS PURE FLAVORED MILK.

Our fresh dairy milk is naturally nutritious and we transform it into hundreds of delicious dairy products to help you enjoy a healthier life !

Only Rm 2.00 each

Hurry !!
<https://wa.link/4wkpww>


Edit

6

Suka Komen Kongsi

Komen sebagai Flavor...
Tekan Enter untuk mengirim.

31°C Mostly sunny 2:32 PM 24/07/2021



Facebook

facebook.com/FlavoredPureMilk/photos/a.104687608534411/122773953392443

Flavored Pure Milk
46m · 🌐

Milk contains many nutrients that your body needs to function properly, feel well and get the most out of life. It can help make you stronger, grow, learn, play and meet your daily challenges not just as a child, but all throughout your life.

Absolutely. Positively. Perfect.

Come on !

<https://wa.link/4wkpww>

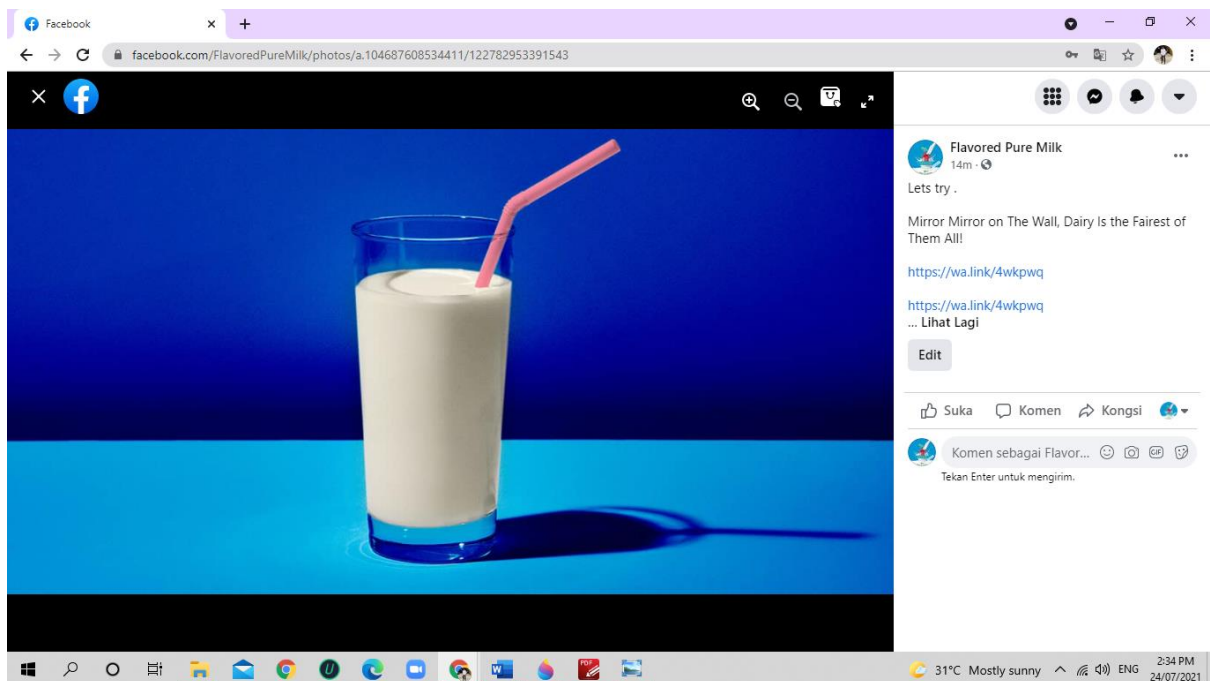
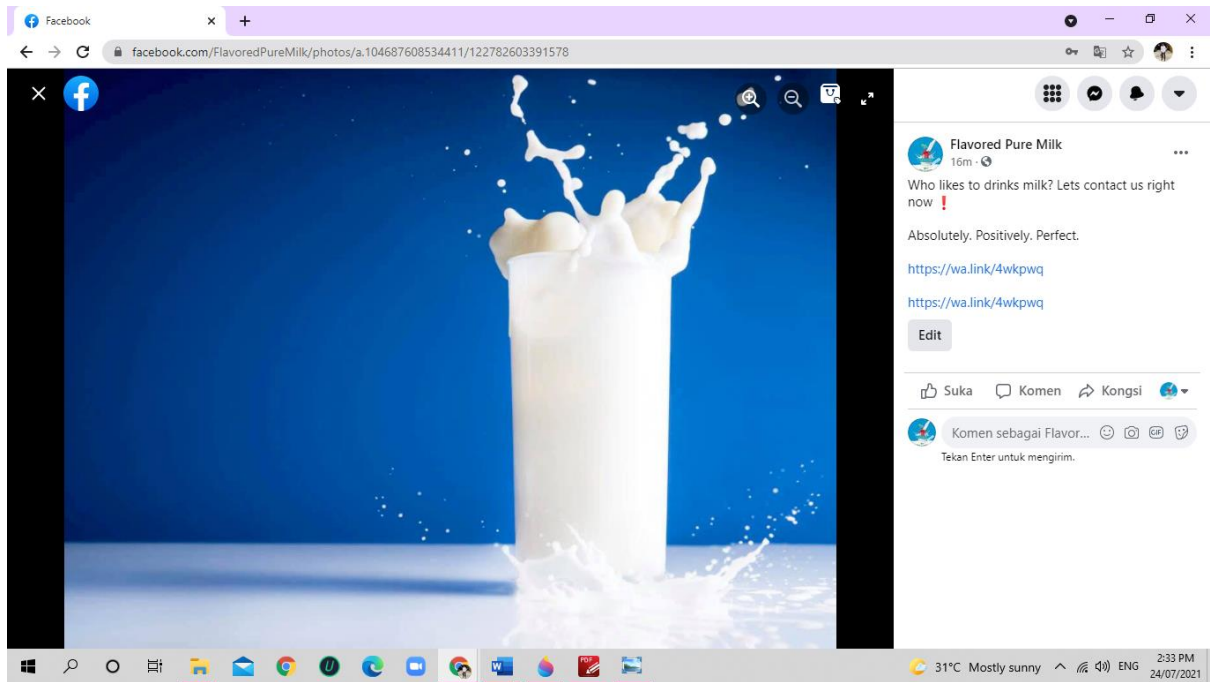
Edit

Suka Komen Kongsi

Komen sebagai Flavor...
Tekan Enter untuk mengirim.

31°C Mostly sunny 2:32 PM 24/07/2021

3.4 FACEBOOK POST – SOFT SELL



CONCLUSION

Flavored Pure Milk is a business that promote variety flavor of milk include strawberry, original and grape. Flavored Pure Milk is rich in calcium and contains more 10 essential nutrients that promote general health to every human who love to drink milk. Also contains other helpful components such as whey protein, sphingomyelin, and conjugated linoleic acid, according to recent scientific research. We use Facebook page as main platform to promote our products. Sure, Facebook is the better platform for any kind of business to introduce and promote their product and make it easier for them.