



اَوْنِيُوْزِ سِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF HOTEL & TOURISM MANAGEMENT  
BACHELOR SCIENCE (HONS) FOODSERVICE MANAGEMENT**

**SOCIAL MEDIA PORTFOLIO (FACEBOOK PAGE)**



**PREPARED BY:**

**NABILAH SYAMIMI BINTI ABDUL HALIM**

**2021124301**

**HM2404B**

**PREPARED FOR:**

**DR NOR ZAWANI MAMAT @ IBRAHIM**

## ACKNOWLEDGEMENT

Alhamdulillah, I am being most grateful to Allah S.W.T for the completion of Social Media Portfolio as one of the requirement that need to be accomplish in the course work for assessment the code ENT 530.

Special thanks to my parents in supporting me to complete this Social Media Portfolio. This report has been prepared with the cooperation and support from many people. Besides, not to be forgotten to my lecturer, Dr Nor Zawani Mamat @ Ibrahim and her kindness in helping me during the process of completion of this Portfolio. She has given me a good service by providing useful information to me. Without her, I would not be able to complete this Portfolio. Without her, I would not be able to complete this portfolio.

Through this problem, I manage to become more acknowledgeable about this Social Media Portfolio. This portfolio explained about what is our mission and vision, teaser, hard sell, soft sell and many more. From here, we know more how to be a successful entrepreneur. Last but not least, to those who had involved and contributed directly and indirectly in this portfolio, I am very grateful to them for the effort and initiative that they have shown in my portfolio until I successfully complete this portfolio. I would like to apologize to all that I am not mentioned their name who helped me a lot to complete this portfolio. I hope this social media portfolio can give me a little bit knowledge about how to be an entrepreneur and be successful in our business.

Thank you so much.

## EXECUTIVE SUMMARY

*“Made by Yours Truly, Bella”* is an online business that sells dessert which is more focusing on Tornado Cheese Cake. Tornado Cheese Cake is a special recipe focusing on chocolate cheese cake and this business was created for a person who love chocolate cheese cakes. Moreover, this business is more focusing in one specific outcome or the product itself is straightforward. The reason for that is to make the product to be better in quality and quantity so that the customer will be satisfied and enjoy with what there are buying. Besides that, study showed that eating dark chocolate more than 5 times a week will lowered the risk of heart disease while cream cheese is high fat and it is a good source of riboflavin and vitamin A. this online business gives better and modest price for two different sizes of product which RM 12 for the small size, and RM 20 for the larger size. The reason that two sizes is because, usually the small size is for people who just want to try out the cake for the first time while the large size is for people who loved chocolate cheese cake. Plus, larger size cake can be shared with 2 people.

*“Made by Yours Truly, Bella”* main marketing strategy is to provide and make a good flavour and quality of the product. Not only that, its price is also reasonable, so that customer could love the product more. For example, I will make the cakes when I received the order. This is because, it is to keep the quality of a product while keeping it freshly baked. I confidently, I would say that customer will looked for and outspread the words when the product is good in quality, and for that reason, it will increase sales of the business. Not only that, it can give advantage to the business by experience a good relationship that can give a *“business-customer”* trustworthiness which is a good advantage and hopefully someday, it will give profit as well as good appearance to my business. Furthermore, the reason I created Facebook page for my business is to become bigger and well-known about dessert that I sell and during to Covid-19 pandemic, it is a great way to expend your audience especially for people are not be able to go freely finding dessert.

To get people know my product, I used the method of promoting a good bargain with my product to the customer. In addition to that, I share the feedback of my customers that give compliment to my dessert. By doing it this way, people will persuade to buy with more trust and at the same time, it will give more profit to my business. Although it was very difficult to do promoting because there is many competitors out there, but I manage to do it.

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# 1. GO E – COMMERCE

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

**PERSONAL PROFILE** BUSINESS PROFILE



**NABILAH SYAMIMI BINTI  
ABDUL HALIM**

**Personal Information**

Name	: NABILAH SYAMIMI BINTI ABDUL HALIM	Phone/Mobile	:	<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
	:	Postcode	:	
City	:	Personal Instagram	:	
State	:	Race	:	Malay
Personal Facebook	:	Special Need Required	:	No
Gender	:			Female
Marital Status	:			Single

**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 Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam
District of Institution	: Kuala Selangor	Postcode	: 42300
Course Name	: NZI ENT530	Lecturing Status	: Full Course Lecturer
Subject Name	: PRINCPLE OF ENTREPREEURSHIP	Class Name	: NZI ENT 530
Month teach the subject	: 3	Year Teach The Subject	: 2021



# *Certificate of Completion*

This acknowledges that

**NABILAH SYAMIMI BINTI ABDUL HALIM**

---

has successfully completed

## **eUsahawan Course Level 1 – Go Digital**

organised by



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

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name of business

The sole proprietorship business name is *Made by Yours Truly, Bella* this is to show acknowledgement and inform customer about the product that I am selling hence to cheer customer that who is enjoy in consuming my product, Tornado Cheese Cakes. Yet, to high spot one and only my product at the best quality of taste.

### Address of Business

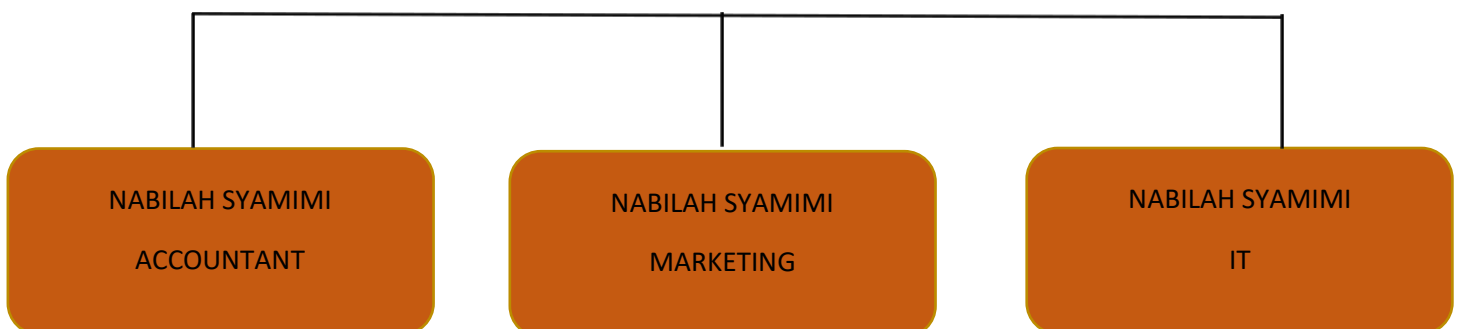
The address of the business is **NO. 27, JALAN AU2A/17, TAMAN SRI KERAMAT, 54200 KUALA LUMPUR SELANGOR.**

### 2.2 Organizational chart



**OWNER**

**NABILAH SYAMIMI BINTI ABDUL HALIM**



## 2.3 Mission & Vision

### Mission

*“Made by Yours Truly, Bella”* mission is to provide our customer a good quality and deliciously satisfying dessert at the most reasonable price point.

### Vision

*“Made by Yours Truly, Bella”* vision is to make my dessert known as the best chocolates cheese cake in Malaysia or around the world.

## 2.4 Description of Product and Service



*“Made by Yours Truly, Bella”* is more targeted to people who love chocolate cheese cakes the most by creating a good quality of Tornado Cheese Cake to satisfy customer’s needs. The ingredient of Tornado Cheese Cake that I used is from high quality materials, such as the cream cheese and the chocolate to make the taste more flavourful and mouth-watering. Besides that, I do free deliveries for 20 early customers who purchase the cake. Not only that, customer can also order through Facebook and get free delivery within a certain area. This free delivery is valid for two locations, which is Taman Keramat and Setiawangsa. For those who is located outside these locations range there will be some delivery charge depend on the distances.



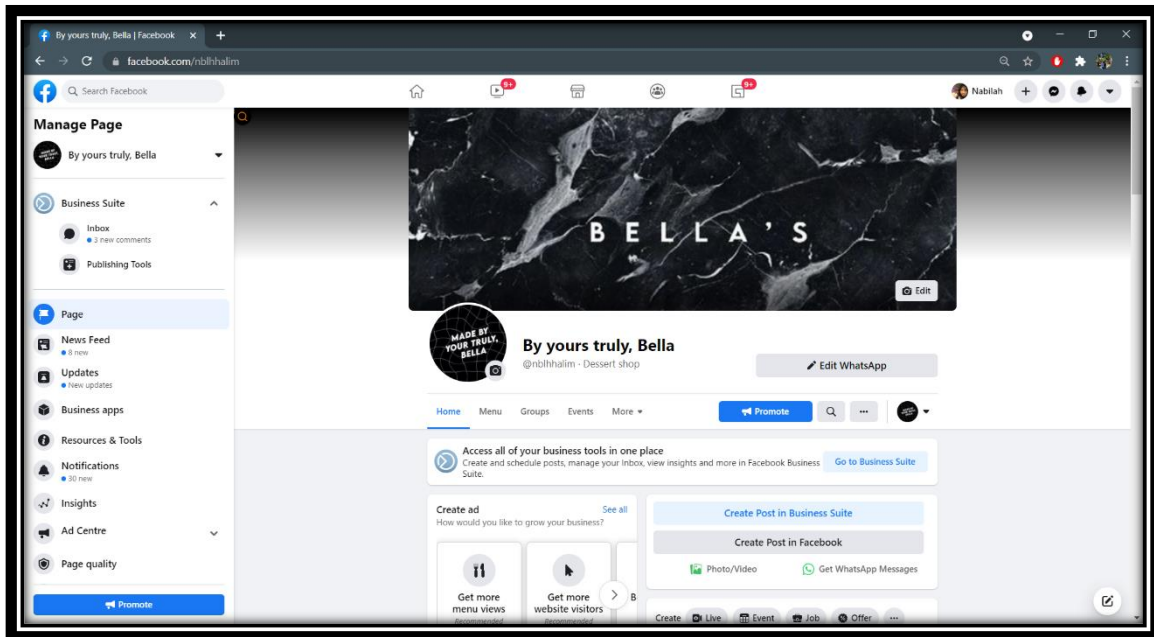
## 2.5 Price List

*“Made by Yours Truly, Bella”* is giving a modest price with two type of different size which is small size and large size. The price of small size is RM 12, while the large size is RM 20. Then, for charges delivery is will be within RM 5 – RM 15 depends on the customers’ location.

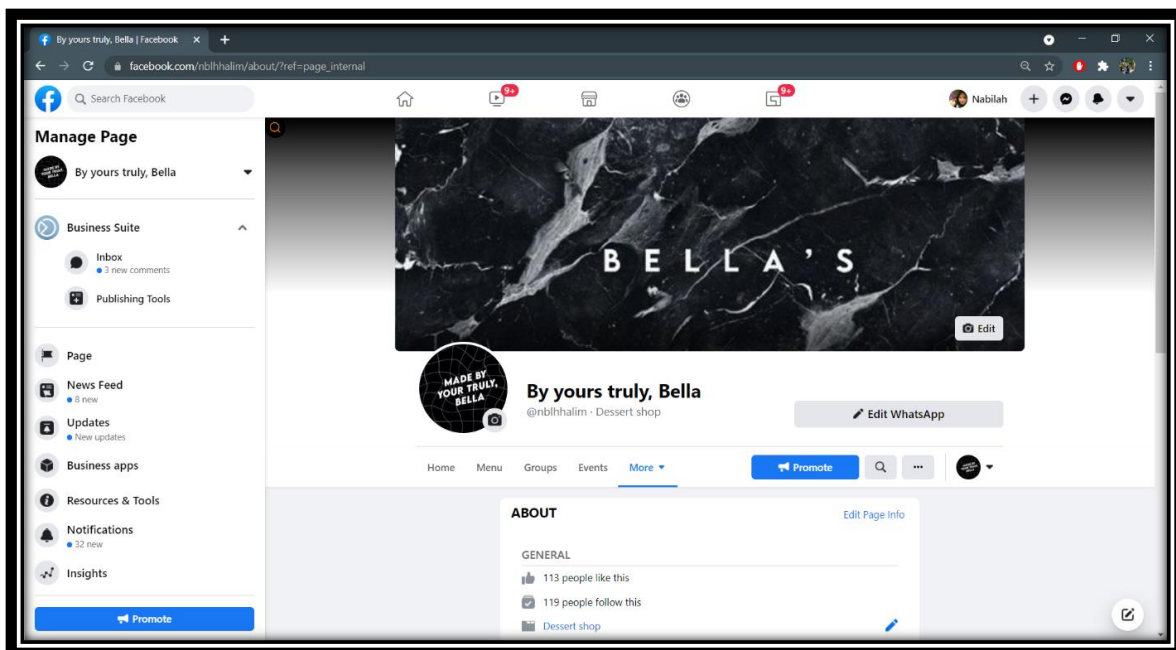
<b>Product</b>	<b>Size / Weight</b>	<b>Price</b>
Tornado Cheese Cakes	Small / 250g	RM 12
	Large / 500 g	RM 20

### 3.0 FACEBOOK (FB)

#### 3.1 Creating Facebook Page

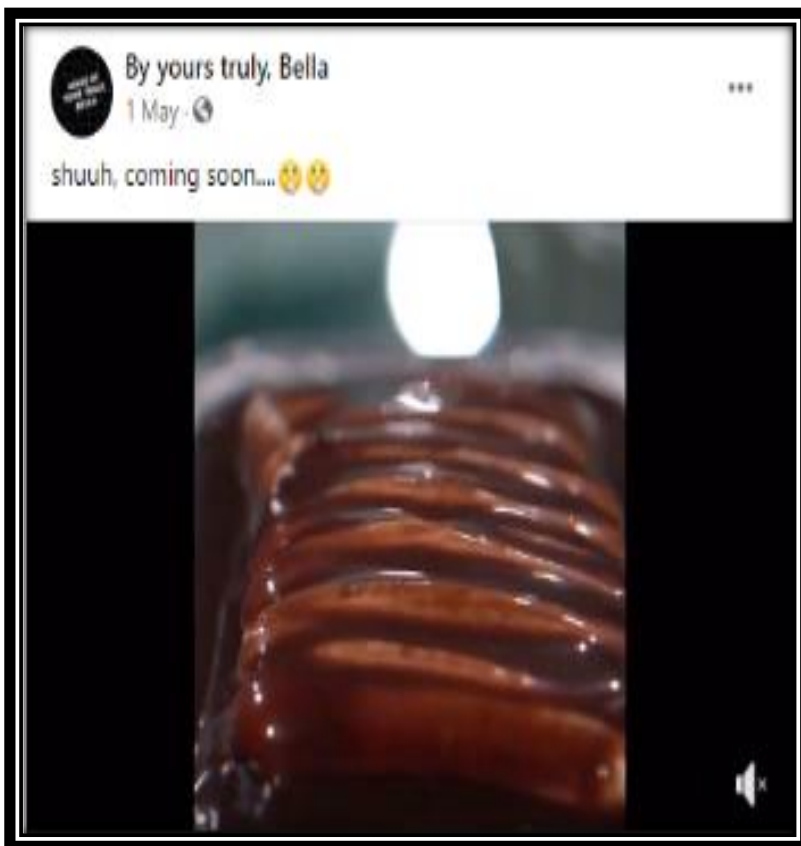



#### 3.2 URL Facebook Page: <https://www.facebook.com/nblhhalim>



**Total like: 113 likes with 119 followers**

### 3.3 Facebook (FB) post – Teaser – 7




**By yours truly, Bella**  
 11 June · 🌐

Helloworld! its been awhile since our last updates.. do you miss us? 😭

37 People reached    20 Engagements    ↑ +3.0x higher Distribution score    [Boost post](#)


6 Likes    7 comments


Like    Comment    Share

Most relevant ▾


Comment as By yours truly, Bella    😊 📷 🗨️ 🗑️

Press Enter to post.



**Farah Hanan Samsudin**  
 Yes please tornado cake sato kali!  
 Like · Reply · Message · 6 w    1 Like

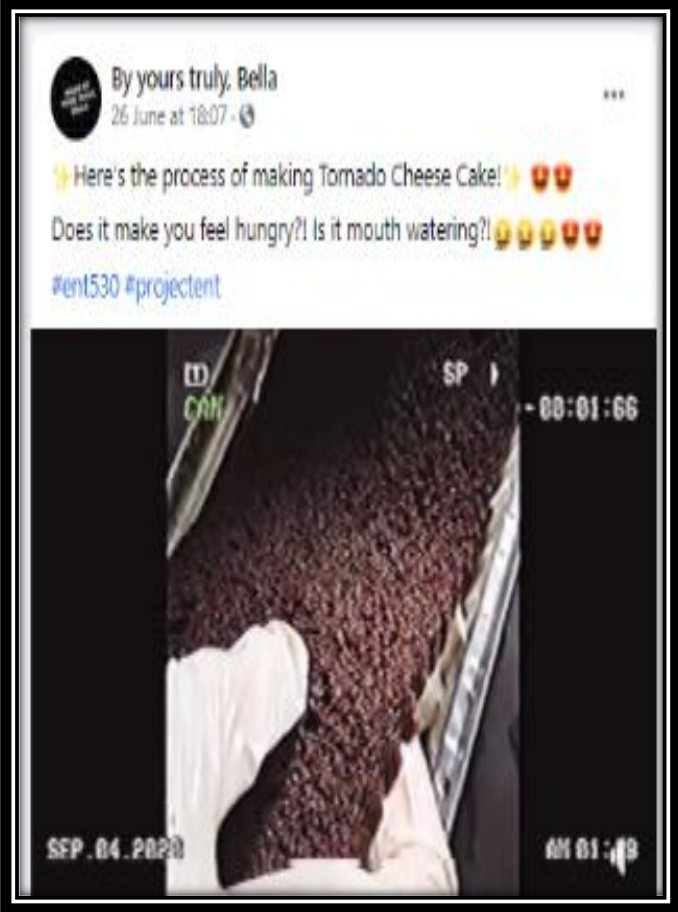

**By yours truly, Bella**  
 Farah Hanan Samsudin wow! Thank you for ur support, miss! ❤️ dm me for more details!  
 Like · Reply · 5 w · Edited


[View 2 more comments](#)


**By yours truly, Bella**  
 5 July at 14:54 · 🌐

✨ Freshly baked all day. Every day! ✨  
 ✨ we'll make your tummy smile! ✨  
 ✨ the cake is on the way to the customer! ✨  
 ❤️ ❤️ ❤️ ❤️ 🥰 🥰 🥰 🥰










 **By yours truly, Bella** 27 June at 14:24 · 🌐

🌟 Good afternoon everyone! 🌟 😊 😊  
Is everyone already taken your lunch today? 😊 😊  
You must be craving dessert after your meal, do you? 🍷 🍷 🍷 🍷 🍷

18 People reached    5 Engagements    ↑ +1.4x higher Distribution score    [Boost post](#)

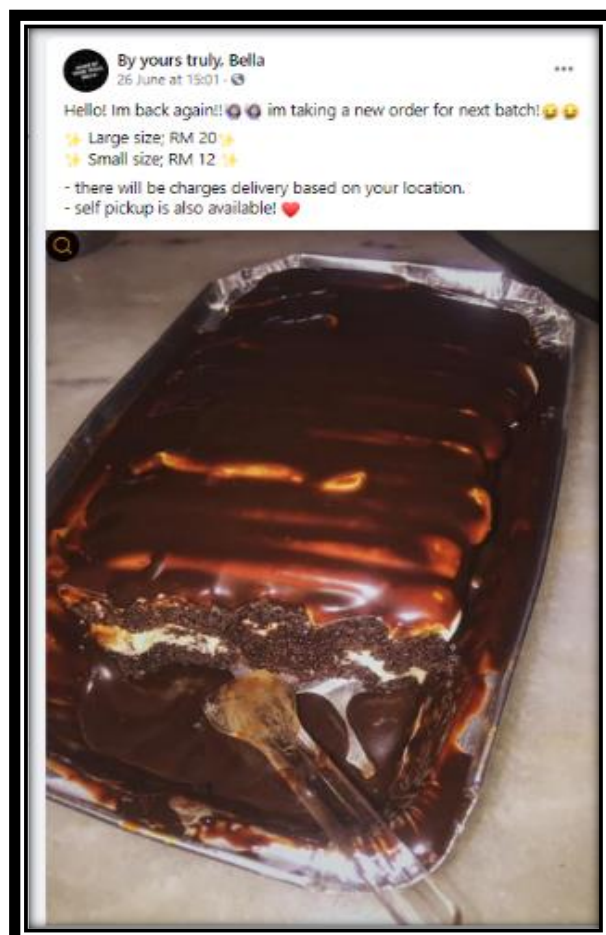
 5

 Like     Comment     Share

 Comment as By yours truly, Bella    😊 📷 GIF 🗨️

Press Enter to post.

### 3.4 Facebook (FB) Post – Copywriting (Hard sell)



By yours truly, Bella  
3 July at 15:43 · 🌐

Hello everyone! How are you today! 😊😊😊  
I've got extra 2 large size for Tornado Cheese Cake 🤔🤔  
👉 Hit me up for more infooo 👈  
Don't crave yourself to hunger 🤤❤

**TORNADO CHEESE CAKE**

**WANT IT.**



**Hello! I've got extra two large size Tornado Cheese cake bcs of my mom's order for today!**

**Anyone interested? Slide to my dm!**

**I will delivered cake infront of ur house!**

By yours truly, Bella  
2 July at 17:02 · 🌐

Hello everyone! 👤👤 how are you today? Everything's good? 😊😊😊  
😊  
But wait...how does this look? 🤔  
👉 Look delicious, right? 😊😊😊👈  
You wont know if you don't try it! 🤤👉👈👉👈

PLAY Ch 01:00 13:90



SLP



By yours truly, Bella  
5 July at 12:28 · 🌐

🍷 full tummy, happy soul 🍷  
 🍷 not only the look but the taste also good & delicious! 🍷  
 Dont miss your chance, ok! 🍷💎

🍷 Large size : RM20 🍷  
 🍷 Small size : RM12 🍷

Thank you!!! 🍷🍷

Thank you 🍷🍷🍷❤

By yours truly, Bella  
20 July at 20:09 · 🌐

Guess what we have here! 🍷🍷🍷🍷  
 Delicious Tornado Cheese Cake in the house! 🍷💎  
 Dont miss your chance to get yours now! 🍷🍷🍷🍷🍷🍷  
 DM us now for more information! 🍷🍷

By yours truly, Bella  
21 July at 13:16 · 🌐

👉 Aren't you feeling hungry or bored?? 😞😞😞  
👉 Why dont you try our Tornado Cheese Cake?? 🍷🍷🍷🍷🍷🍷  
👉 Small size : RM12 🍷  
👉 Large size : RM20 🍷

Dont miss the chance to get yours now!! 🍷🍷🍷🍷  
You can dm or WS us!



By yours truly, Bella  
23 July at 13:56 · 🌐

Good afternoon everyone!!! 🍷🍷

We are taking order for next week delivery! 🍷🍷🍷🍷  
Since our delivery using Lalamove, place your order with your nearest friends & family together in one order for cheaper delivery! 🍷🍷🍷🍷🍷🍷

📍 don't you remember?

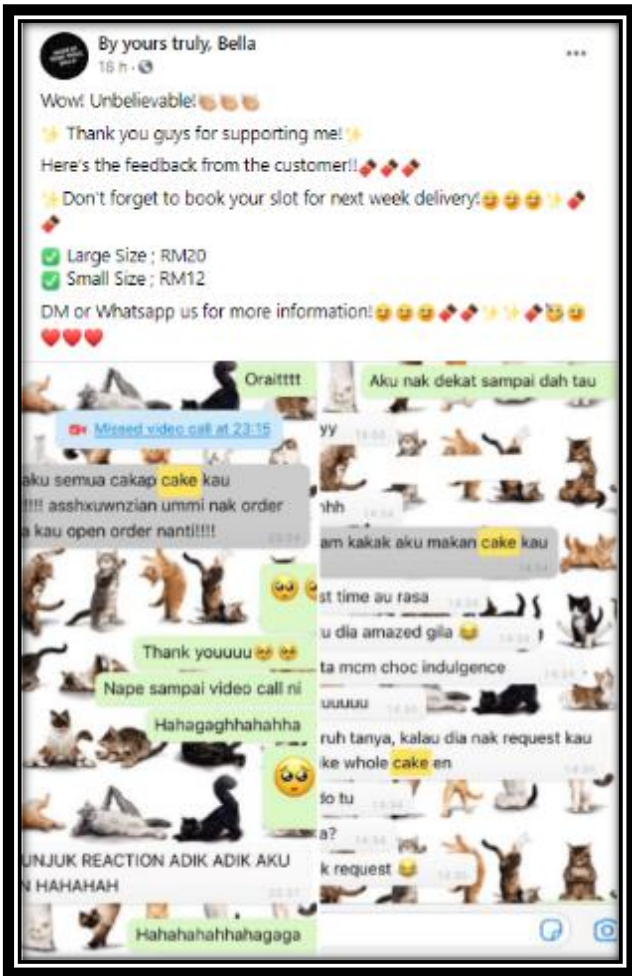


**Hello! We'll take order  
For 4th batch tornado  
Cheese cake!**

**Small size; RM15**  
**Large size; RM20**

(Ends on 27th July, Tuesday,  
cake will be sent out on 29th July, Thursday

**- There will be charge delivery based on your**



By yours truly, Bella  
1h · 🌐


Good afternoon everyone! 🍌🍌  
🍌 How are you today? 🍌  
We want to tell you that small size are out of stock 😞😞  
But, only have 5 large size left! 🍌🍌🍌🍌🍌🍌🍌🍌  
✅ RM20  
Go DM or Whatsapp us for more information! 🍌🍌🍌🍌🍌🍌



Hello! 🌸  
THANK YOU EVERYONE  
*Now, we only have 5 large size left!  
Get yours now bfr its get sold out!* 🍌  
Large ; RM20  
*Thank you for your supports!* ❤️

By yours truly, Bella  
47m · 🌐

Ahaaa! 🍌🍌🍌  
🍌 If you want to pour the chocolate by yourself, of course you can! 🍌  
🍌🍌🍌🍌🍌  
✅ You just tell us that you want a separate packaging for the chocolate! & we will give you the chocolate in a cup! 🍌🍌🍌🍌  
✅ RM 20 for large size!  
For more detail, you can DM us! ❤️🍌🍌🍌



### 3.5 Facebook (FB) post – Copywriting (Soft sell)



**By yours truly, Bella**  
27 June at 20:56 · 🌐

Did you know that? 🤔🤔🤔

- ✔️ Cream cheese is a good source of vitamin A, which is integral to eye health 🧀
- ✔️ A study done by dental professionals showed that eating cheese might help to prevent dental cavities 😊
- ✔️ Cheese also can reverse hypertension by lowering blood pressure! 🧀




**By yours truly, Bella**  
5 July at 21:08 · 🌐

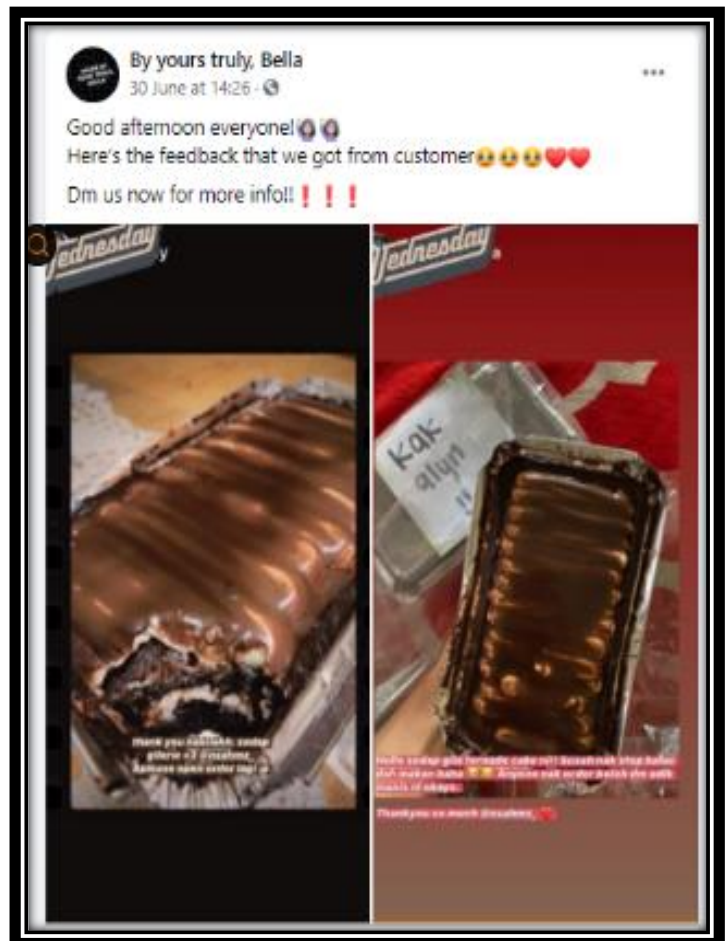
✨ Fun facts about chocolate ✨

- ✔️ it takes 400 cocoa beans to make one pound of chocolate 🤔🤔
- ✔️ chocolate comes from a fruit tree; it's made from a seed 🤔🤔
- ✔️ each cacao tree produces approximately 2500 beans 🤔🤔

Interesting right?! 🤔🤔 ✨

You can ask us for more info! 🤔🤔🤔






**By yours truly, Bella**  
4 July at 20:40

Did you know, that there are 3 main types of chocolate? 🍫🍫🍫

- 👉 white chocolate - has sugar, cocoa butter, milk, vanilla & lecithin!
- 👉 milk chocolate - has chocolate liquor, sugar & milk!
- 👉 dark chocolate - chocolate liquor & sugar. Sometimes a small amount of vanilla & soy lecithin is added!
- 👉 Liquor — cocoa solids & cocoa butter
- 👉 Lecithin — an emulsifier that helps the ingredients blend together
- 👉 Do PM us for any information! 🍫🍫🍫



16 People reached    3 Engagements    +1.1x average Distribution score    **Boost post**

3

Like    Comment    Share

Comment as By yours truly, Bella

Press Enter to post.

**By yours truly, Bella**  
30 June at 21:54

Does anyone know what is fresh cheese? 🧀🧀🧀

- ✅ Fresh cheese is like cream cheese, ricotta, Neuchatel!
- ✅ It is anything white, soft, and spread out along those lines!
- ✅ Don't have to fermentation, preservatives, or mold to help keep them fresh!

wow! interesting right?! Don't forget to PM us now!! 🧀🧀🧀







By yours truly, Bella  
21h · 🌐

Good Afternoon everyone! 🍌🍌

Did you know? 🤔🤔🤔

There are many types of cheese cakes! 🍰🍰

Here's some of type of famous cheese cake! 🍰🍰🍰

Not only that, tornado cheese cake consist of cheese & chocolate!!! 🍫🍫🍫🍫

Interesting right! ✅✅

---

**SAME BUT DIFFERENT:  
Cheesecakes**

**NEW-YORK STYLE CHEESECAKE**  
🇺🇸 USA



BASE	CHEESE	TEXTURE/FLAVOR
grapefruit or graham cracker	cream cheese	dense, smooth, rich

**JAPANESE CHEESECAKE**  
🇯🇵 Japan



BASE	CHEESE	TEXTURE/FLAVOR
no base	cream cheese	pillowy soft, fully cooked, widely custardy

**KÄSEKUCHEN**  
🇩🇪 Germany



BASE	CHEESE	TEXTURE/FLAVOR
shortbread pastry	quark cheese	slightly fluffy, sweet and sour

**SERNIK**  
🇵🇱 Poland



BASE	CHEESE	TEXTURE/FLAVOR
shortbread base or shortbread pastry	Tvarog	light, creamy, vanilla flavorings

tasteatlas

By yours truly, Bella  
16h · 🌐

Hellooooo! 🍌🍌🍌

I think i want to make small bites tornado cheese cake...🤔🤔🤔

What do you guys think? Is it a good idea? 🤔

Usually this is the size for event or any party! 🍌🍌🍌🍌🍌🍌🍌🍌

Give us feedback about this one ya! 🍌🍌🍌🍌🍌🍌🍌🍌

---



**By yours truly, Bella**  
8 m · 🌐

Wohooo!! 🙌🙌🙌

Here's some important information:

- ✅ you need to eat the cake while it's still cool! 🥶🥶🥶
- ✅ shelf-life for Tornado Cheese Cake is about 2 days 🙌
- ✅ Eat by yourself! Do not share with anyone! 😬😬😬😬😬

Here's some feedback from our customer! 🙌✅✅✅🥰🥰🥰

**Last customer utk minggu ni!!!!**  
Berpusing pulang aku carik dia 🙌



**Thank you!!!** 🥰🥰

Tornado Cake by  
anbhehidim  
insahim



**Thank you!!!** 🥰🥰


**By yours truly, Bella**  
3m · 🌐

What do you guys think?? 🤔🤔🤔

- ✅ this mini bites size usually for event or party 🙌
- ✅ for people who eat like a small portion cakes 🙌
- ✅ don't want to be messy 🙌





































So, it is a good idea? 🤔🤔🤔


































































Tell us more what do you guys think! 🤔🤔🤔🙌🥰🥰🙌🙌🙌🙌🙌🙌🙌🙌

























































### 3.6 Graphics



<span style="color: orange;">■</span> Reach: Organic/Paid <span style="color: blue;">■</span> Post clicks <span style="color: purple;">■</span> Reactions, comments & shares						
Published	Post	Type	Targeting	Reach	Engagement	Promote
25/07/2021 16:35	 What do you guys think?? 😞😞😞 ✅ this mini bites size usually for	Video	Global	2 	0 1 	<a href="#">Boost post</a>
25/07/2021 15:31	 Wohooo!! 🤩🤩🤩🤩 Here's some important information; ✅ you need to	Image	Global	4 	0 0 	<a href="#">Boost post</a>
25/07/2021 14:52	 Ahaaa! 😞😞😞🌟 If you want to pour the chocolate by yourself, of	Video	Global	2 	1 0 	<a href="#">Boost post</a>
25/07/2021 14:24	 Good afternoon everyone! 🌞🌞 🌟 How are you today? 🌟 We want	Image	Global	2 	0 0 	<a href="#">Boost post</a>
24/07/2021 22:09	 Here's the close up Tornado Cheese Cake..... 😞😞🌟 Loook at this	Image	Global	4 	0 1 	<a href="#">Boost post</a>
24/07/2021 20:06	 Helloooo! 🤩🤩🤩 I think i want to make small bites tornado cheese	Image	Global	9 	2 1 	<a href="#">Boost post</a>
24/07/2021 18:43	 Wow! Unbelievable! 🤩🤩🌟 Thank you guys for supporting me! 🌟	Image	Global	16 	1 1 	<a href="#">Boost post</a>
24/07/2021 16:50	 We're on our way to delivery the cakes to our lovely customer! 🤩🤩	Video	Global	4 	0 0 	<a href="#">Boost post</a>
24/07/2021 15:02	 Good Afternoon everyone! 🌞🌞 Did you know? 😞😞😞 There are many	Image	Global	10 	0 0 	<a href="#">Boost post</a>
23/07/2021 13:56	 Good afternoon everyone!!! 🌞🌞 We are taking order for next week	Image	Global	11 	0 1 	<a href="#">Boost post</a>
21/07/2021 22:58	 Since pkpd continue, until we dont know what to do at home, right!?!? 😞	Image	Global	10 	0 1 	<a href="#">Boost post</a>
21/07/2021 13:16	 🌟 Aren't you feeling hungry or bored?? 😞😞😞 🌟 Why dont you	Video	Global	11 	0 1 	<a href="#">Boost post</a>

20/07/2021 20:09	 Guess what we have here! 😊😊 🌪️ Delicious Tornado Cheese Cake			17		0 1		<a href="#">Boost post</a>
19/07/2021 21:08	 🌟🌟🌟 Hello everyone! Selamat Hari Raya Aidiladha! 🌟🌟🌟 We			9		0 1		<a href="#">Boost post</a>
05/07/2021 21:08	 🌟 Fun facts about chocolate 🌟 ✅ it takes 400 cocoa beans to make one			12		0 2		<a href="#">Boost post</a>
05/07/2021 14:54	 🌟 Freshly baked all day. Every day! 🌟🌟 we'll make your tummy smile!			20		0 5		<a href="#">Boost post</a>
05/07/2021 12:28	 ❤️ full tummy, happy soul ❤️❤️ not only the look but the taste also good			15		0 4		<a href="#">Boost post</a>
04/07/2021 20:40	 Did you know, that there are 3 main types of chocolate? 🐱🐱🐱			16		0 3		<a href="#">Boost post</a>
04/07/2021 16:16	 Guys... look! How beautiful it is?? 😍😍🌟 it looked tempting,			20		0 2		<a href="#">Boost post</a>
03/07/2021 15:43	 Hello everyone! How are you today! 😊😊😊 I've got extra 2 large size			19		0 4		<a href="#">Boost post</a>
02/07/2021 17:02	 Hello everyone! 🗣️🗣️ how are you today? Everything's good? 😊😊😊			17		1 4		<a href="#">Boost post</a>
30/06/2021 21:54	 Does anyone know what is fresh cheese? 😊😊🧀✅ Fresh cheese			18		1 4		<a href="#">Boost post</a>
30/06/2021 14:26	 Good afternoon everyone! 🗣️🗣️ Here's the feedback that we got from			17		0 6		<a href="#">Boost post</a>
29/06/2021 14:06	 Good afternoon everyone! 😊😊😊 ☀️ Don't forget to wash your			12		0 6		<a href="#">Boost post</a>
27/06/2021 20:56	 Did you know that? 😊😊😊 ✅ Cream cheese is a good source of			15		0 4		<a href="#">Boost post</a>

27/06/2021 14:24	 ✨ Good afternoon everyone! ✨👋 👋 Is everyone already taken your	 	18		0 5		<a href="#">Boost post</a>
26/06/2021 21:24	 Did you know that? 🤔✅ Chocolate is often connected with positive	 	14		0 5		<a href="#">Boost post</a>
26/06/2021 18:07	 ✨ Here's the process of making Tomado Cheese Cake! ✨👍👍	 	16		2 7		<a href="#">Boost post</a>
26/06/2021 15:01	 Hello! Im back again!!👋👋 im taking a new order for next batch!👍👍👋	 	15		0 5		<a href="#">Boost post</a>
16/06/2021 21:00	 Wow! Guys! Unbelievable! You guys are so sweet! I need to closed order	 	14		1 4		<a href="#">Boost post</a>
15/06/2021 14:21	 Helloooo! I'm sorry for the delay! Guys!!! Here's a promotion for you👋	 	52		9 17		<a href="#">Boost post</a>
11/06/2021 12:35	 Helloooo! its been awhile since our last updates.. do you miss us?👋	 	37		5 15		<a href="#">Boost post</a>
03/05/2021 13:23	 Tada! The long awaited Tornado Cheese Cake loved by everyone is	 	49		9 11		<a href="#">Boost post</a>
01/05/2021 20:36	 This content isn't available at the moment	 	30		0 3		<a href="#">Boost post</a>
01/05/2021 16:37	 shuuh, coming soon....👋👋	 	35		5 13		<a href="#">Boost post</a>
01/05/2021 16:24	 By yours truly, Bella	 	0		0 9		<a href="#">Boost post</a>

## 4.0 CONCLUSION

In conclusion, I'm very grateful to be able to manage my social media portfolio for Facebook through the time has been given. Truthfully, it was little tough due to there are lot of thinking and process to achieve for every single posting. However, from here, I learn a lot of new things and proficiency that I can use for my future business if I decided to continue to sell this product. Create a Facebook page was quiet challenging as I need to attract people and make them buy the product that I am selling. Nevertheless, social media also is one of the most profitable digital marketing methods for distributing content and increasing your company's visibility.

Principle of Entrepreneurship ENT530 is teach a student on how an entrepreneur would think or act to do business. Not only that, the purpose in this course is turning me in how to become entrepreneur and being monitored by my lecturer, Dr Noor Zawani Mamat @ Ibrahim. As we know, entrepreneurship is characterized as the act of beginning doing your business or propensity to be imaginative and wish to work for yourself in yours possess wanders. Furthermore, one of the most objectives of nearly all businesses, is creating a faithful client. By considering customer fulfilment and brand dependability ordinarily by hand in hand, it is vital to routinely engage with customers and start creating a bond with them. Every information or skills that I have gained through this social media portfolio has given more advantageous as a student and also be better entrepreneur.

Making a profile Page is free for nearly all social organizing stages, and any paid advancements you choose to contribute in are moderately moo-fetched compared to other showcasing strategies. Not only that, being a cost-efficient is such an advantage since you'll be able to see a more noteworthy return on speculation and hold a greater budget for other showcasing and commerce costs.

Last but not least, each commerce has distinctive objectives and ways it measures achievement. I am now able to show up with a new ideas with a techniques that I have learn throughout finishing the social media portfolio process.



# FACEBOOK PORTFOLIO NABILAH SYAMIMI

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SIMILARITY INDEX

17%

INTERNET SOURCES

0%

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21%

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