



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) TRANSPORTATION

PRINCIPLE OF ENTREPRENEURSHIP (ENT 530)

SOCIAL MEDIA PORTFOLIO

PREPARED FOR:

MADAM NORFAZLINA BINTI GHAZALI

PREPARED BY:

NO.	NAME	MATRIX ID
1	AKMAL DANISH BIN BAHAROM	2021843212
2	MUHAMMAD SOLIHIN BIN ADENAN	2021468212

ACKNOWLEDGMENT

Praise be to Allah S.W.T. for providing us the time, good health, and strength to work in completing this study. This task had been done with all afford by group members even though a little bit of a problem happened among us while doing this assignment. Luckily, all the problems can be settled down and we were able to adapt properly and wisely.

Next, big thanks to our lecturer Madam Norfazlina Binti Ghazali for the guidance and encouragement in finishing this assignment and teaching us in this course. She gave us moral support and guided us in different matters regarding each topic. She had been very kind and patient while providing us the outlines of this report.

Furthermore, this assignment cannot be completed without the effort and co-operation from our group members Akmal Danish and Muhammad Solihin. We are also thankful to our family and friends who always support us for completing our report effectively and giving us many helpful comments, which helped us a lot in preparing this assignment.

Lastly, we would like to thank everyone who had involved and contributed directly or indirectly in our project assignment as they have been showing their effort and initiative until we are able to complete this social media portfolio report successfully.

EXECUTIVE SUMMARY

FRESH BANANA SHAH ALAM is one of the shops that sells a variety of bananas. This shop sells various types of bananas such as Pisang Tanduk, Pisang Nipah, Pisang Berangan and Pisang Nangka. The company provides at an affordable price for the customers.


Fresh Banana Shah Alam began in April 2022. Customers stated that this product is highly recommended and they are satisfied with the product we have sold, which is why they really like it. What makes customers prefer is that we also provide home delivery service.

Fresh Banana Shah Alam sold over 20 kilograms in the first week of operation. It marks a promising start for this company. As the demand for these products increases, then the quality of products sold in this industry will also increase. As a result, marketing was essential for the business to grow and the shop became famous in Shah Alam.

Table of Content

1.0 GO-ECOMMERCE REGISTRATION.....	4-5
2.0 MY ENT CERTIFICATE.....	6-7
3.0 INTRODUCTION OF BUSINESS	
3.1 NAME OF BUSINESS.....	8
3.2 ADDRESS OF BUSINESS.....	8
3.3 ORGANIZATIONAL CHART.....	9
3.4 MISSION/ VISION.....	9
3.5 DESCRIPTION OF PRODUCT.....	10
3.6 PRICE LIST.....	11
4.0 CREATING FACEBOOK (FB) PAGE	
4.1 FACEBOOK PAGE.....	12
4.2 CUSTOMIZING URL FACEBOOK PAGE.....	12
4.3 FACEBOOK POST- TEASER.....	13
4.4 FACEBOOK POST - COPYWRITING (SOFT SELL).....	14-17
4.5 FACEBOOK POST - COPYWRITING (HARD SELL).....	18-21
4.6 SALES REPORT.....	22
5.0 CONCLUSION.....	23


1.0 Go-Ecommerce Registration (Print Screen)



HOME
MY PROFILE
MY BUSINESS
MY LEARNING
MY NOTIFICATIONS
MORE

PERSONAL PROFILE

BUSINESS PROFILE



AKMAL DANISH BIN BAHAROM

Personal Information

Name	AKMAL DANISH BIN BAHAROM	Phone/Mobile		Edit
New Identity Card No.		Home Address		
Email Address		District		
City		Postcode		
State		Personal Instagram	null	
Personal Facebook		Race	Malay	
Gender	Male	Special Need Required	No	
Marital Status	Single			

Institution Information [Add New](#)

UITM Puncak Alam - NFG-ENT530L

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	Edit Delete
Course Name	NFG-ENT530L	Class Name	NFG-ENT530L	
Subject Name	NFG-ENT530L	Year Enrolling the subject	2022	
Month Enrolling the Subject	3	Lecturer Name	Norfazlina Ghazali	
Internship Enrollment	No	Year Of Internship Enrollment		
Month of Internship Enrollment		Period of Internship Training		
Expected Year To Complete Study	2024	Expected Month To Complete Study	2	
Related To Study Field	Yes			

PERSONAL PROFILE

BUSINESS PROFILE



MUHAMMAD SOLIHIN
BIN ADENAN

Personal Information

Name	: MUHAMMAD SOLIHIN BIN ADENAN	Phone/Mobile	:	Edit
		Home Address	:	
New Identity Card No.	:			
Email Address	:	District	:	
		Postcode	:	
City	:	Personal Instagram	:	null
State	:	Race	:	Malay
Personal Facebook	:	Special Need Required	:	No
Gender	:			
Marital Status	:			

Institution Information

[Add New](#)

UiTM Puncak Alam - NFG-ENT530L

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	
		Postcode	:	42300	
District of Institution	: Kuala Selangor	Study Status	:	Full time	Edit Delete
Level of Study	: Bachelor Degree	Class Name	:	NFG-ENT530L	
Course Name	: NFG-ENT530L	Year Enrolling the subject	:	2022	
Subject Name	: NFG-ENT530L	Lecturer Name	:	Norfazlina Ghazali	
Month Enrolling the Subject	: 3	Year Of Internship Enrollment	:		
Internship Enrollment	: No	Period of Internship Training	:		
Month of Internship Enrollment	:	Expected Month To Complete Study	:	3	
Expected Year To Complete Study	: 2024				
Related To Study Field	: Yes				

2.0 MyEnt Certificate

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2021843212
Nama	:	AKMAL DANISH BIN BAHAROM
Program Pengajian	:	SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN
Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Hybrid
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	14 Apr 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	14 Apr 2022
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021468212
Nama : MUHAMMAD SOLIHIN BIN ADENAN
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGANGKUTAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Bermiaga :
No. Pendaftaran Perniagaan :
URL Perniagaan :
Alamat Premis Perniagaan :
Tarikh Mendaftar : 18 Apr 2022
Tarikh Kemaskini :
Tarikh Cetak : 18 Apr 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

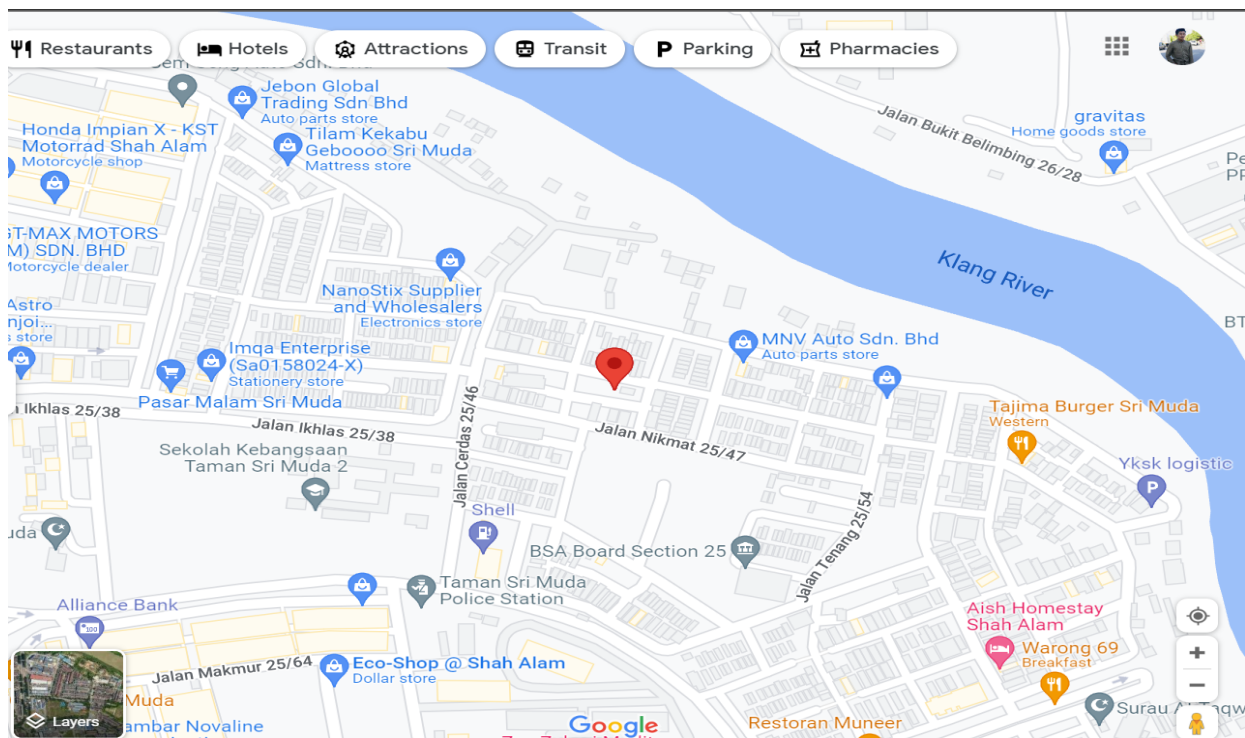
Malaysian Academy of SME & Entrepreneurship Development (MASMED)

3.0 INTRODUCTION OF BUSINESS

3.1 Name of Business

We put the name “Fresh Banana Shah Alam” because the bananas we sell are fresh from the garden. Shah Alam because our store is located in Shah Alam. Furthermore, our motto is ‘Buy more, Spend less’ which indicates that people can shop more but not spend more money when they choose to shop with us.

3.2 Address of Business



Our company is based in the house of its own owner, Akmal Danish. We do business at home only because this is a way for us to reduce the cost of expenses if doing business outside like having to rent a shop. Furthermore, we do business by way of doing home delivery services. So, the stock of bananas that we take from the garden will continue to take us home before sending the bananas to the customer’s house.

3.3 Organization Chart

Fresh Banana Shah Alam is a type of commercial partnership. This is since our company is still new and only runs a small business. As a result, our organizational chart is limited to the two partners.

Fresh Banana Shah Alam



Muhammad Solihin Bin Adenan



Akmal Danish Bin Baharom

3.4 Mission and Vision

We believe that every business should have its own objectives in order to operate their operations in accordance with their goals. We have created a mission and vision for our company so that we know what we want to accomplish in the short and long run.

Mission

- To ensure that clients can get what they want at an affordable price
- Increase social media followers
- Hire new employees

Vision

To make our business well-known inside and outside the country

3.5 Description of Product

Product	Description
<p data-bbox="318 373 521 405">Pisang Tanduk</p> 	<p data-bbox="662 373 1422 737">Pisang tanduk is a type of banana from the Musaceae family that is popularly grown in our country for fresh production and is fried or processed into “kerepek pisang tanduk”. Pisang tanduk are grown commercially specially in one area or mixed with several other types of bananas and in orchards. Demand for pisang tanduk increases during the festive season to be processed into “kerepek”.</p>
<p data-bbox="318 787 521 819">Pisang Nangka</p> 	<p data-bbox="662 787 1422 1094">Pisang nangka are quite different from other bananas because their color is still green when ripe. When the skin turns yellow, it is no longer suitable for frying because the contents have become soft. Ripe pisang nangka are usually made into fried bananas such as pisang nipah. It tastes a bit sweet but has a slightly sour taste like pisang tanduk.</p>
<p data-bbox="305 1157 537 1188">Pisang Berangan</p> 	<p data-bbox="662 1157 1422 1463">Pisang berangan are the right size to be used as desserts and are usually served at celebrations and banquets. It is also suitable as an ingredient to make roti canai pisang. Pisang berangan are also good as fried bananas because they are not mushy. While pisang berangan that are too ripe can be used as a cekodok pisang or banana cake.</p>
<p data-bbox="329 1547 513 1579">Pisang Nipah</p> 	<p data-bbox="662 1547 1422 1854">Pisang nipah is a popular banana variety for the purpose of frying, making cakes and also making kerepek in our country. Pisang nipah are grown commercially monocrop and also as a crop around the house area or in open areas by the river, water boundary or as a border fence plant in suitable areas.</p>

3.6 Price List

Product	Price
<p data-bbox="318 443 521 474">Pisang Tanduk</p> 	<p data-bbox="959 554 1118 585">RM6.00/KG</p>
<p data-bbox="318 806 521 837">Pisang Nangka</p> 	<p data-bbox="959 915 1118 947">RM4.00/KG</p>
<p data-bbox="305 1152 534 1184">Pisang Berangan</p> 	<p data-bbox="959 1262 1118 1293">RM5.00/KG</p>
<p data-bbox="329 1541 509 1572">Pisang Nipah</p> 	<p data-bbox="959 1688 1118 1719">RM4.00/KG</p>

4.0 Creating Facebook Page

To promote our Fresh Banana Shah Alam product business to customers, we created our own Facebook page as our main medium to reach customers. This platform allow us to create awareness about our products to the customers .

4.1 Facebook Page



4.2 Customizing URL Facebook Page

<https://www.facebook.com/Bananasegar>

4.3 Facebook Post- Teaser

 **Fresh Banana Shah Alam** 10 h · 🌐

Alhamdulillah stok pisang nangka baru dapat tadi. Yang penting, segar dari kebun 🍌 Yang mana dah order tu, harap bersabar ye. Bagi kami peram dulu 🍌



 **Fresh Banana Shah Alam** 28 Apr · 🌐

Nak Raya Kan 🍌🍌 Mesti Kena Ada Kerepek Baru Meriah 😄 2 Tahun Tak Balik Kampung Beraya Takkan Tak Nak Ada Kerepek 🍌

Pisang Tanduk Segar Dari Ladang Boleh Dihantar Terus Ke Depan Rumah Untuk Warga Shah Alam Bagi Sesiapa Yang Ingin Membuat Dan Menjual Kerepek 🚗 🍌

Boleh Terus Hubungi +60 19-254 1057 Untuk Order 📞



 **Fresh Banana Shah Alam** 10 h · 🌐

Alhamdulillah stok pisang tanduk bertambah lagi 🍌 Kepada para pelanggan yang order pisang tanduk ni, nanti kami hantar sampai depan rumah ye 🍌



 **Fresh Banana Shah Alam** 23 m · 🌐

Ini adalah rupa tandan pisang nipah yang belum lagi disisir. Jadi, kami akan sisir terlebih dahulu sebelum diperam dan dijual kepada para pelanggan 🍌



4.4 Facebook (FB) Post - Copywriting (Soft Sell)

Fresh Banana Shah Alam
10 h · 🌐

Wow!! Kuningnya warna pisang. Jadi, selepas diper bersama kabait di dalam bekas besi selama 2 hari, begini la rupa pisang. Warna kuning menunjukkan bahawa pisang ini sudah masak dan boleh dimakan 😊😊



Fresh Banana Shah Alam
9 h · 🌐

Jelas terpampang senyuman yang diukir di bibir para pelanggan kami. Terima kasih sudi beli pisang dengan kami lagi-lagi yang "repeat" order tu 🙏



Fresh Banana Shah Alam
9 h · 🌐

Woww!! Zaman sekarang ni, air susu berperisa pisang pun dah ada 😊 Mesti sedap. Bagi sesiapa yang belum pernah minum air ni, boleh dapatkan di kedai yang berdekatan 👍 Sedapp 😊



Fresh Banana Shah Alam
9 h · 🌐

Ye, seperti yang telah dikatakan. Kami akan terus hantar sampai ke depan rumah pelanggan 🚚. Terima kasih beli pisang tanduk dengan kami. Semoga bisnis jualan kerepek akak terus maju ye 🙏😊





Fresh Banana Shah Alam

10 h · 🌐

Terima kasih ye sudi beli pisang di Fresh Banana Shah Alam 🍌. Kepada yang ingin membeli pisang di kedai kami boleh terus hubungi 019-2541057 📞



Fresh Banana Shah Alam

10 h · 🌐

Antara salah satu pelanggan yang setia membeli pisang tanduk dengan kami. Semoga bisnis jualan kerepek akak terus maju ye. InshaAllah 🍌



Fresh Banana Shah Alam

10 h · 🌐

Sedikit info untuk harini. Adakah anda perasan bahawa ada sesetengah atlet yang makan pisang ketika bersukan? Adakah anda tahu me... See more



Fresh Banana Shah Alam

10 h · 🌐

Terima kasih kepada para pelanggan yang membeli pisang dengan kami. Harap sudi "repeat" lagi 👍



Fresh Banana Shah Alam
10 h · 🌐

Begini la rupa pisang muda yang belum diperam lagi. Warnanya hijau. Kami biasanya akan memeram pisang ini didalam bekas besi dan letak kabait kerana dengan adanya kabait ini boleh membuat pisang lebih cepat masak kerana suhu yang panas 🔥

Fresh Banana Shah Alam
10 h · 🌐

Buah pisang adalah sejenis buah yang tidak asing lagi dalam kalangan masyarakat kita. Sebut sahaja nama buah ini, pasti dikenali oleh setiap peringkat umur dan masyarakat. Buah pisang berasal dari genus Musa dan keluarga Musaceae. Pisang mempunyai kulit yang berwarna hijau atau kuning bergantung kepada jenis dan tahap kematangan buah tersebut dan mempunyai isi yang berwarna putih kekuningan.

Fresh Banana Shah Alam
1 m · 🌐

Alhamdulillah 🙏 Sungguh kami terharu. Akak ni sanggup beli pisang tanduk sebanyak 60kg dengan kami hanya dengan membawa kereta Perodua Myvi! Semoga dilimpahkan rezeki untuk bisnes jualan kerepek akak ye. Kami jual ye 😊

Fresh Banana Shah Alam
8 m · 🌐

Terima kasih beli pisang dengan kami. Kami jual ye 😊



Fresh Banana Shah Alam

16 m · 🌐

Tidak kira siang atau pun malam, kami tetap akan hantar sampai ke depan rumah anda. Untuk para pelanggan, jangan risau! Pada waktu m... See more



Fresh Banana Shah Alam

13 m · 🌐

Wah, katanya akak ni nak bawak balik pisang pulang ke kampung. Terima kasih kak borong pisang sebanyak tu dengan kami 😊 Kami jual ye! 😊



Fresh Banana Shah Alam

11 m · 🌐

Terima kasih sudi beli dengan kami! Kami jual ye 😊



Fresh Banana Shah Alam

10 m · 🌐

Terima kasih beli dengan kami. Kami jual ye 😊



4.5 Facebook (FB) Post - Copywriting (Hard Sell)

Fresh Banana Shah Alam
10 h · 🌐

Harga pisang kami:-
Pisang Tanduk: RM6/kg
Pisang Berangan: RM5/kg
Pisang Nipah: RM4/kg
Pisang Nangka: RM4/kg

Fresh Banana Shah Alam
17 May · 🌐

Kami Juga Menjual Pisang Emas, Pisang Berangan, Pisang Nipah dan Pisang Nangka. Para Pelanggan Mempunyai Pilihan Sama Ada Ingin Membeli Pisang Muda Ataupun Pisang Yang Telah Diperam. Terus Hubungi +018-667 1400 Untuk Order 📞 📞 . Jangan Risau, Kami Akan Hantar Order Anda Sampai Di Depan Rumah Anda 😊 😊

Fresh Banana Shah Alam
17 May · 🌐

Cerita Hari Ini.. Terima Kasih Kepada Pelanggan Yang Membeli Pisang Tanduk Ini Untuk Membuat Kerepek. Kepada Yang Juga Ingin Mendapatkan Pelbagai Jenis Aneka Pisang Mentah Boleh Terus Hubungi +018-667 1400 Untuk Order 📞 📞

Fresh Banana Shah Alam
Just now · 🌐

Pisang tanduk segar dari kebun!! Masih belum ada yang beli lagi. Boleh hubungi 018-6671400 untuk order 📞

Fresh Banana Shah Alam
Just now · 🌐

3 tandan pisang nipah baru dipotong dari pokok.
Boleh hubungi 018-6671400 untuk order 📞

Fresh Banana Shah Alam
Just now · 🌐

Pisang tanduk available ✅ Boleh hubungi
018-6671400 untuk order 📞

Fresh Banana Shah Alam
1 m · 🌐

Nampak menarik kan pisang berangan dan pisang nipah ni? Boleh hubungi 018-6671400 untuk order 📞

Fresh Banana Shah Alam
Just now · 🌐

Untuk pelanggan yang berada luar dari Shah Alam tidak perlu risau dan boleh juga membeli pisang dengan kami. Kami juga menggunakan... See more



Fresh Banana Shah Alam

Just now · 🌐

Untuk pelanggan yang berada luar dari Shah Alam tidak perlu risau dan boleh juga membeli pisang dengan kami. Kami juga menggunakan khidmat penghantaran seperti Lalamove 🛵. Hubungi sahaja 018-6671400 untuk order 📞



Fresh Banana Shah Alam

Just now · 🌐

Makcik ni pun selalu juga beli pisang tanduk dengan kami sebab dia meniaga kerepek pisang tanduk. Kepada sesiapa yang ingin mendapatkan stok pisang tanduk dengan kuantiti yang banyak boleh hubungi 018-6671400 📞



Fresh Banana Shah Alam

Just now · 🌐

Wah cantiknya pisang berangan ni 😍 Terliur pula bila melihatnya lagi-lagi bila dah kuning macam ni. Boleh makan terus hehe. Siapa yang berminat boleh terus hubungi 018-6671400 📞



Fresh Banana Shah Alam


8 m · 🌐

Steady la akak ni beli pisang tanduk naik Perodua Myvi je 👍 Boleh hubungi 018-6671400 untuk order 📞




Fresh Banana Shah Alam
7 m · 🌐

Pisang nipah available ✅
Pisang nangka available ✅
Boleh hubungi 018-6671400 untuk order 📞



Fresh Banana Shah Alam
4 m · 🌐

Pisang berangan available ✅
Begini la rupa dia sebelum diperam.
Boleh hubungi 018-6671400 untuk order 📞




Fresh Banana Shah Alam
Just now · 🌐

Alhamdulillah stok pisang nipah segar dari kebun datang lagi 😊 Boleh hubungi 018-6671400 untuk order 📞

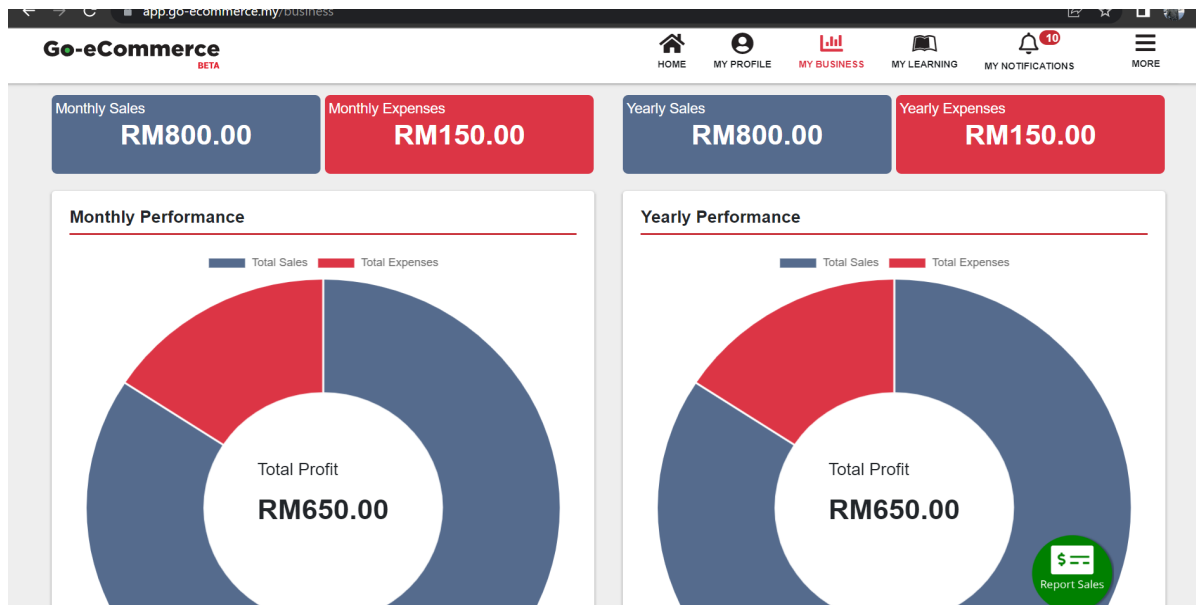


Fresh Banana Shah Alam
3 m · 🌐

Pisang nipah segar baru sahaja disisir 😍 Boleh hubungi 018-6671400 untuk order 📞



4.6 Sales Report



5.0 Conclusion

In summary, Fresh Banana Shah Alam is a business that sells various types of fresh bananas consisting of Pisang Tanduk, Pisang Berangan, Pisang Nipah and Pisang Nangka. We sell these bananas to customers per kilogram according to the type of banana. At first we only sold to friends and close acquaintances but after we created a Facebook page we can conclude that, we are able to promote and market our products while also attempting to raise awareness of our existing business brand among Facebook users, particularly those who live in the vicinity of our business activity or event using this type of platform.

Furthermore, it benefits not only our business, but also ourselves, because we can now follow and update with business trends not only through Facebook, but also through other available platforms and techniques to improve our knowledge and abilities in business marketing and IT.

As a result, as a start-up using Facebook pages, we can achieve some of our objectives and will continue to do so in the future by expanding and operating our business through other available social media and improving our marketing strategy.