



اَوْنِيُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO

NAME:

NURUL NADIAH BINTI KAMISAN

CLASS:

AC2203N

LECTURER'S NAME:

SIR MOHAMMAD ZAIM BIN MOHD SALLEH

SUBMISSION DATE:

22 November 2019

ACKNOWLEDGEMENT

Alhamdulillah, I most grateful to Allah S.W.T for the completion of the Social Media Portfolio as one of the requirement that need to be accomplish in the course work assessment for code ENT530.

I would like to express my deepest appreciation to all those who provided me the possibility to complete the report. A special gratitude to my beloved lecturer, Sir Mohammad Zaim Mohd Salleh, whose contribution in stimulating suggestions and encouragement, helped me to coordinate my assignment especially this report.

Furthermore, I would also like to acknowledge with much appreciation the crucial role which are my parents that give me permission to sell their cakes and biscuits as my social media assignment and to complete the task 'Social Media Portfolio'.

Last but not least, many thanks go to all my friends whom gives me some ideas and inspiration in completing this assignment. I have to appreciate the all of people that help me.

i. EXECUTIVE SUMMARY

Nady Nady Bakery (NNB) offers some kind of sweets that are chocolate moist cake, brownies, chocolate cheese lava berhantu cake, chocolate chip cookies and cheese tart blueberry.

NNB clients is customer identifying students especially students that are still studying, want to spend their leisure time with their friends or family and to celebrate a birthday party that consume product with affordable price of product. NNB also targeting the busiest people and students because we have delivery services of our product to customer's college and home.

Across Puncak Alam particularly has seen a started begin September 2019. Puncak Alam is an area that have many students since they are studying degree and diploma in UiTM Puncak Alam campus. Nady Nady Bakery marketing strategy is to emphasize the quality and price of products and services. NNB offers an affordable price because many people in Puncak Alam is UiTM students. Thus, I develop marketing strategy that can attract people to buy our product.

The management of NNB consists two workers are Nurul Nadiyah bt Kamisan and my mother. I also create Facebook page to expand my business through social media and I learn how to post in social media whether teaser, soft sell or hard sell. I also must raise revenue at least RM61 and above and prudent spending for my products to avoid profit falls.

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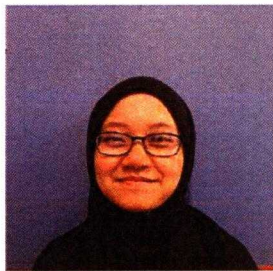
ii. INTRODUCTION

- Name and address of business

Nady Nady Bakery

No.15, Jalan Restu 3, Taman Seri Puteri, 41050, Meru, Klang, Selangor Darul Ehsan.

- Organizational chart



First owner

Nurul Nadiah bt Kamisan



Second owner

Nasiroh Bt Abdul Ghani