



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

BALICIOUS POPCORN

NAME	NUR BALQIS BINTI ABDUL RAHIM
STUDENT ID	2018659978
PROGRAM CODE	AC220
GROUP	AC2203N
COURSE CODE	PRINCIPLE OF ENTREPRENEURSHIP (ENT 530)
LECTURER'S NAME	SIR MOHAMMAD ZAIM BIN MOHD SALLEH
SUBMISSION DATE	22 nd NOVEMBER 2019

Table of content

No.	Details	Page no.
1	Acknowledgement	3
2	Executive summary	4
3	Business registration (SSM)	5
4	Introduction of business	6 - 8
5	Create fb page	9
6	Fb teaser post	10 - 12
7	Copywriting – Hard sell	13 - 17
8	Copywriting – Soft sell	18 - 27
9	Frequency of posting	28
10	Sales report eCommerce	29 - 30
11	Conclusion	31

1. Acknowledgement

In the name of Allah, the Most Gracious, the Most Merciful.

Praise to Allah, Lord of the universe, who gives the blessing and strength for me to complete this social media portfolio assignment. Peace and prayers be upon His Final Prophet and messenger Muhammad, the ideal role model for human beings.

I would like to take this opportunity to thank to my lecturer of Principles of Entrepreneurship (ENT530), Sir Mohammad Zaim Bin Mohd Salleh for his support and advice in completing this assignment. I'm very appreciate what he has done to explain about this social media portfolio assignment. May Allah reward him for all his effort.

I would like to extend my deepest gratitude and special thanks to my family and friends who directly and indirectly guided and support me financially and emotionally during the process of making this portfolio assignment.

This portfolio has given a lot of experience while collecting data and information in terms of life and specifically in entrepreneurship, financial and business concept. By completing this report, I realized that setting up a business is very difficult, requires a lot of effort and very hard working to make it success.

2. Executive summary

Balicious Popcorn is selling gourmet popcorns that offers many types of popcorn flavour such as Cheese, Durian, Caramel, Chocolate and Curry BBQ. It is made by using the freshest ingredient to ensure the quality of the popcorn is high and consistent. This popcorn can be eaten by all range of age but need to remind for those who has allergic towards food need to be more concern with the ingredients to avoid unwanted circumstances happen.

Our target market is the students, and lecturers of UiTM Puncak Alam. With their busy schedule and lifestyle, Balicious Popcorn is the perfect snack for them. Our popcorn comes in bottle that make it easy to carry around, so it can be eaten at anywhere anytime. It is the perfect food to be taken as snack when you do not have enough time for lunch or midnight snack or even a complementary snack while watching movies.

This company provide premium quality of gourmet popcorn at an affordable price. The price is quite cheap to be compared with the others agent sell. We offer affordable price for all types of flavour which is RM15 for each bottle. With these kind of price, we believe that many people can grab it without having a second thoughts. We also provide free delivery service to our customers who are staying in UiTM Puncak Alam so that we can provide maximum satisfaction and more convenience for them.

We really want to see a huge difference where the people can accept our products and they tend to like it by repeating the orders for many times. We hope that our product become a well-known product and first choice of customers especially in Malaysia.

3. Business registration via Suruhanjaya Syarikat Malaysia (SSM)


SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

NUR BALQIS BINTI ABDUL RAHIM
NO. PENDAFTARAN: 201903295089 (003035490-H)

telah didaftarkan dari hari ini sehingga **22 OKTOBER 2020** di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **LOT 1128 BT 20 KG LONDANG MASJID TANAH MELAKA , 78300 MASJID TANAH, MELAKA**

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **23 OKTOBER 2019**.


DR. AZMAN BIN HUSSIN
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: EZBIZ Date: Wed Oct 23 16:55:55 MYT 2019