



**UNIVERSITI TEKNOLOGI MARA**

**FACULTY OF ACCOUNTANCY**

**PRINCIPLE OF ENTREPRENEURSHIP (ENT 530)**

**SOCIAL MEDIA PROTFOlio**



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**SALLEH**

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## **ACKNOWLEDGEMENT**

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Moreover, I am also deeply thankful to my mother who is the one that suggest me to make POPIA CHEESE for my social media assignment. I want to acknowledge and appreciate her because help me to assemble the parts of the business and sell products. I am also deeply thankful to my mother because helping me in various ways to complete my social media assignment.

Last but not least, I am so thankful to my fellow friends whose give ideas and comments towards my material to post in the Facebook Page. I also thanks to my family who encouraged me and prayed for me throughout the time of my assignment,

## **1.0 EXECUTIVE SUMMARY**

My business was registered with Syarikat Suruhanjaya Malaysia through ezBiz system under my personal name, Siti Amirah Binti Amiruddin and started its commencement on 29<sup>th</sup> September 2019. This business is sole proprietorship business. The business is named CHEELICIOUS CRUNCHIES and also creating their own vision and mission to be accomplished.

The product that Cheelicious Crunchies sell are snacks which is POPIA CHEESE. Customers can make orders through Facebook page (Cheelicious Crunchies) or WhatsApp application. We are selling our products at an affordable price. I promoted my product mainly through Facebook Page with tease, hard sell and soft sell. These are my marketing techniques. For hard sell posts, I use the AIDA selling concept to attract people buying my product. For soft sell, I have posted it with title, introduction, content and call to action concept.

Within two months starting from October to November, I managed to accumulate sales of RM71 and reported the sales report through eUsahawan system.

## 2.0 TABLE OF CONTENT

<b>NO</b>	<b>CONTENT</b>	<b>PAGE</b>
1	1.0 Acknowledgement	1
2	2.0 Executive Summary	2
3	3.0 Business Registration <ul style="list-style-type: none"><li>- SSM Certificated</li><li>- Borang A</li><li>- Business Info</li></ul>	4 5-9 10-11
4	5.0 Introduction of business	12 - 13
5	6.0 Facebook (FB) <ul style="list-style-type: none"><li>- Facebook Page</li><li>- Teaser</li><li>- Softsell</li><li>- Hardsell</li><li>- Frequency of posting</li><li>- Sales report</li></ul>	14 15 – 18 19 – 26 27 – 31 32 33 - 36
6	7.0 Conclusion	37



## 4.0 BUSINESS REGISTRATION



BORANG D (KAEDAH 13)



### PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**SITI AMIRAH BINTI AMIRUDDIN**  
**NO. PENDAFTARAN: 003022753-P**

telah didaftarkan dari hari ini sehingga **29 SEPTEMBER 2020** di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **1702, JALAN INDAH 6, KAMPUNG AMPANG INDAH, 68000 AMPANG, SELANGOR**

**Bil. Cawangan: TIADA**

Bertarikh di **SISTEM EZBIZ** pada **30 SEPTEMBER 2019**.

**DR. AZMAN BIN HUSSIN**  
Pendaftar Perniagaan  
Semenanjung Malaysia