



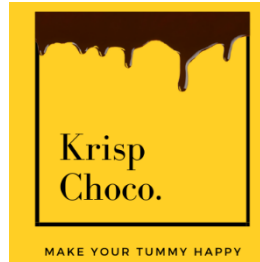
اَوْبُو تَيْمُوْنِي تَنْكُو لُو كِيْن مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO

KRISPCHOCO



"Make Your Tummy Happy"

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

FACULTY OF BUSINESS & MANAGEMENT

M1BA2434A

SUBMITTED BY

NUR'AIN FARZANA BINTI MOHD KAMIL | 2019563991

SUBMITTED TO

DR KOE WEI LOON

SUBMISSION DATE

20th JAN 2021

TABLE OF CONTENTS

ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	4
1.0 GO-ECOMMERCE REGISTRATION	6
2.0 INTRODUCTION OF BUSINESS.....	8
3.0 FACEBOOK (FB) – PRINT SCREEN	12
Creating Facebook (FB) page.....	13
Customized URL Facebook (FB) Page.....	14
Facebook (FB) post – Teaser.....	16
Facebook (FB) post – Copywriting (Hard sell).....	21
Facebook (FB) post – Copywriting (Soft sell).....	38
4.0 CONCLUSION.....	55

The NF Agency was launched on 03 November 2020. NF Agency is an online business that sells Nims Crispy Chocotub in a variety of cereal products such as Coco Rice, Mini Coco Crunch, Coco Ball and Coco Krisp. The reason we have a variety of cereal products is that we know that each person has his or her own preference, thus, by doing this strategy, they can choose what they liked. As we can see on the market, there are so many people who use Coco Rice and Mini Coco Crunch as their cereal, however, in order to make our product different from the others we offer our new product which is Coco Ball and Coco Krisp, where nobody else has ever done it. It can be said that this is one of our competitive advantages other than that we use different packaging that is unusual for others. In addition, we offer high-quality chocolate which have "*premium taste*" even though we offer a cheaper price on the market. The owner of the NF Agency is Nur'ain Farzana Binti Mohd Kamil, which currently taking a Bachelor of Business Administration (Hons.) Human Resources Management at UiTM Kampus Bandaraya Melaka. In fact, she also holds a Diploma in Marketing that can help her make all postings on the Facebook (FB) page more interesting and always follow the format given as she has learned before.

Tengku Norhanim is the owner of this business. She is the owner of Nims Adeliciousz company. In Nims Adeliciousz, they have got the stockiest, the master agent, the agent, and also the dropship. So I am one of their agent in Muar, Johor. I got all the stocks of Nims Crispy Chocotub through my stockiest, Nuramirah Binti Ghazali from Kuantan, Pahang. Every two weeks, I am going to restock my product and deliver it through a J&T courier because they offer great service where I can get my stock on the next day of delivery. The headquarters of Nims Adeliciousz are located in Klang, Selangor.

NF Agency expected to attract more loyal customers by maintaining its monthly sales forecast. Therefore, we need to ensure that all products have to be of high quality, have not expired and more importantly, provide great service to all of our customers. We promise the best product on the market while maintaining a "*premium taste*" of chocolate at a lower price than RM13. In the future, we expect that there will be a variety of product lines that we can offer our customers in order to keep them loyal to us. Last but not least, the NF Agency is always at its best to maintain in this market and to always find a new strategy for success.

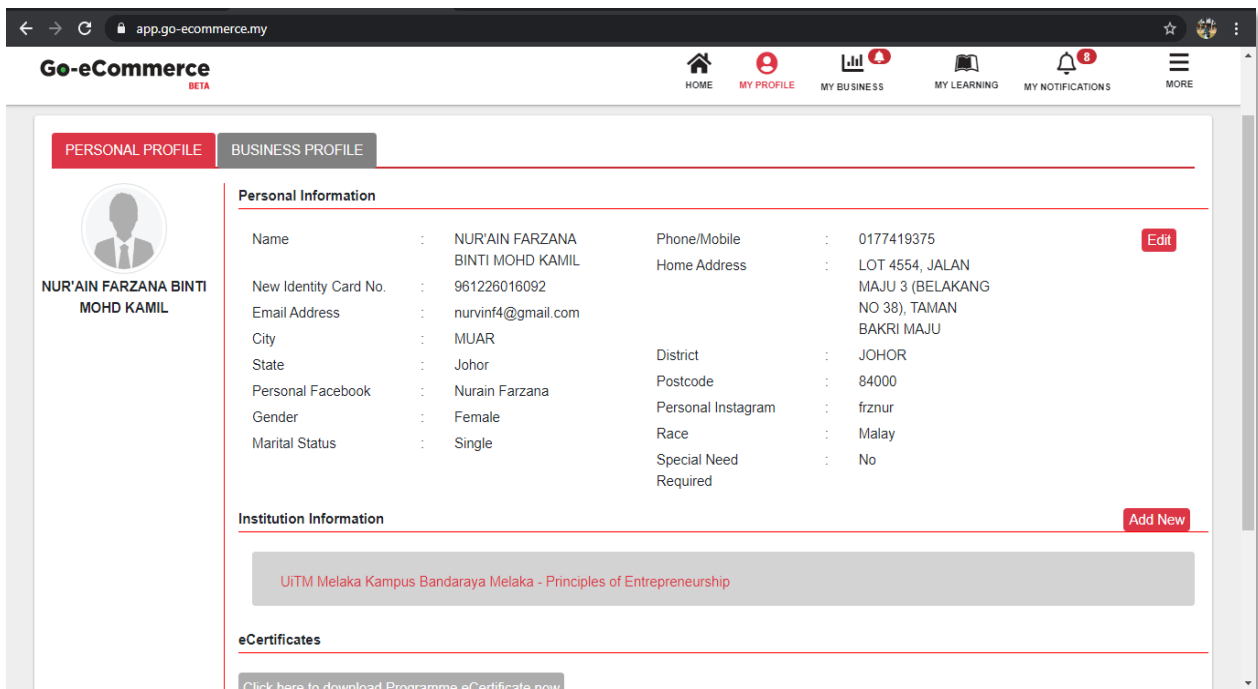


Figure 1: Go-eCommerce Personal Profile

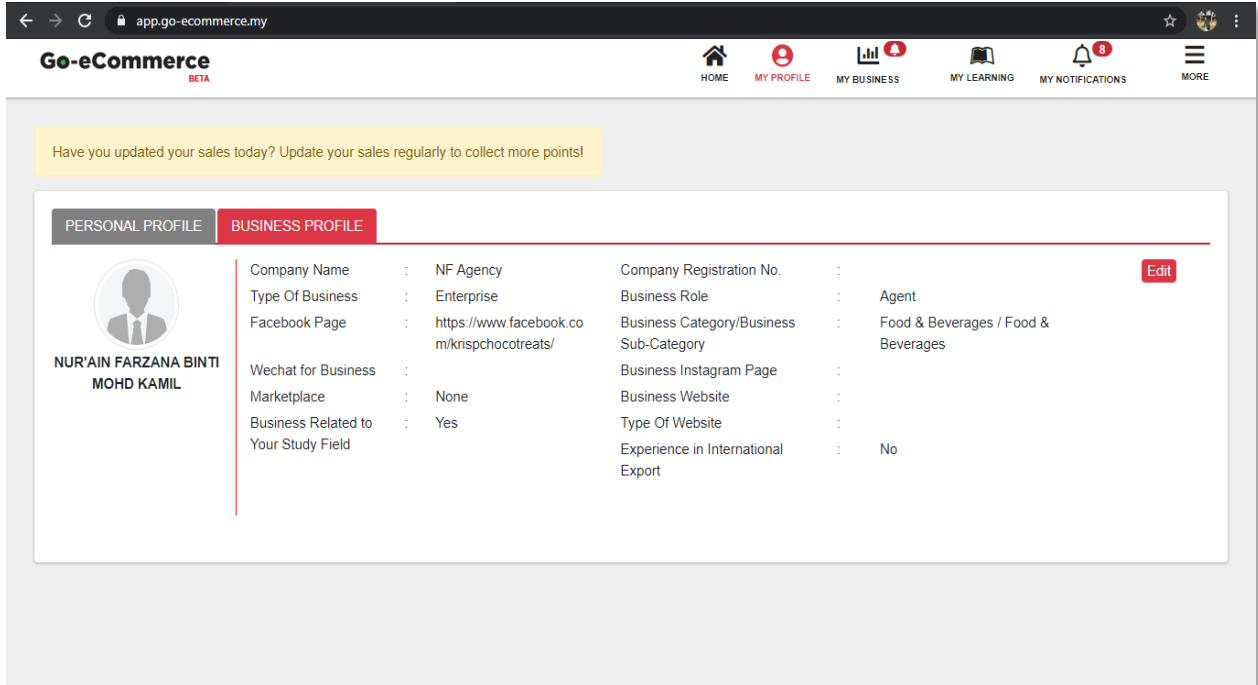
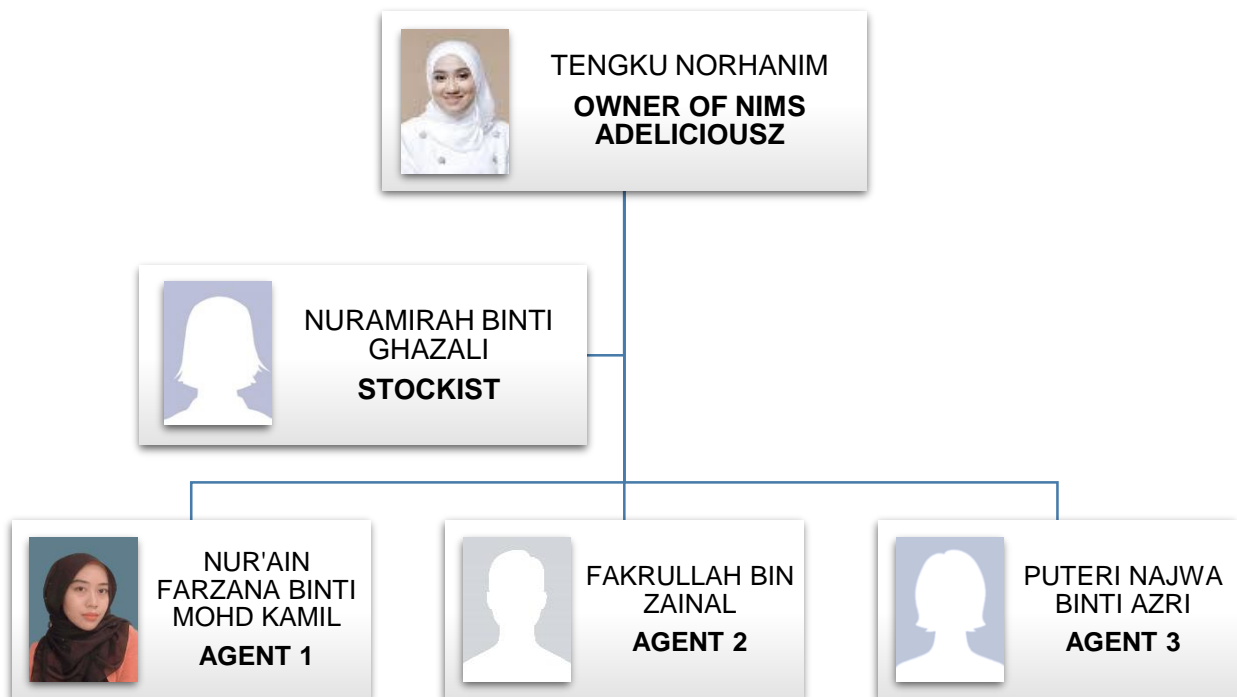


Figure 2: Go-eCommerce Business Profile

Name and Address of Business

The name of the business is called the NF Agency. The slogan of this business is “*Make Your Tummy Happy*”. It is an online business where we used Facebook (FB) Page as our platform to spread awareness, attract potential customers and eventually sell our product. Thus, we do not have an address for our business because we do not have any stores or outlets.

Organizational Chart



Vision and Mission

