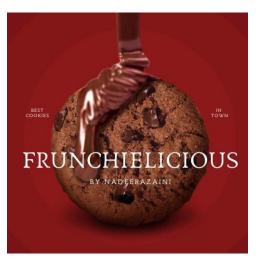




PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO



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- STUDENT ID : 2019654078
- GROUP : BA246 4A

LECTURER'S NAME : NOORAIN BINTI MOHD NORDIN

EXECUTIVE SUMMARY

Seriously, is there anyone out there who does not love chocolate and cookies? If there is, I have not met one yet. Not only are chocolate and cookies delicious, eating them will just make you feel good. A chocolate and cookie have been introduced for a long time. For me it is famous for everyone to know about it. I think everybody in this world would buy a chocolate and cookie for enjoy in their times. I love to eat chocolate and cookies because a chocolate and cookie texture and flavor palette is unique in mouth.

Frunchielicious offer cookie and berry with a best combination of cookie, chocolate, and cranberry for everyone. By using a premium chocolate from Callebaut and good texture of cranberry, Frunchie cookie and berry only use premium ingredients to give more satisfaction to customers. I want my customer satisfied with their purchasing of Frunchie cookie and berry.

Usually, my customer comes from teenagers and kids. So that, I will make sure Frunchielicious will serve cookie and berry with a good taste of cookies and taste of chocolate that we use. Frunchie cookie and berry also offer with affordable price because I want everyone to buy it and taste this perfect combination of cookie and sliced cranberry itself. By using premium product Frunchie cookie and berry guarantee that all customer will buy again and again.

TABLE OF CONTENT

| NO | CONTENT | PAGE |
|----|--|-------|
| 1 | GO-ECOMMERCE REGISTRATION | 5-6 |
| 2 | INTRODUCTION OF BUSINESS | |
| | • Name and address of business | 7 |
| | Organizational chart | 8 |
| | • Vision and Mission | 8 |
| | • Description of product / services | 9 |
| | • Price list | 10 |
| 3 | FACEBOOK (FB) | |
| | • Creating Facebook (FB) page | 11 |
| | • Costuming URL Facebook (FB) page | 12 |
| | • Facebook (FB) post – Teaser | 13-14 |
| | • Facebook (FB) post – Copywriting (hard sell) | 15-23 |
| | • Facebook (FB) post – Copywriting (soft sell) | 24-31 |
| | • Frequency of posting | 32-35 |
| 4 | CONCLUSION | 36 |

1. GO-ECOMMERCE REGISTRATION

| nurnadeera binti zaini | USINESS PROFILE Personal Information Name New Identity Card No. Email Address City State Personal Facebook Gender Marital Status nstitution Information UITM Melaka Kampus Type of Institution State of Institution Address of Institution | nurnadeera binti zaini 980130017000 frunchiecookie@gmail. com Segamat Johor Nadeera Zaini Female Single Bandaraya Melaka - ENT530 IHL Melaka UiTM Cawangan Melaka Kampus | Phone/Mobile Home Address District Postcode Personal Instagra Race Special Need Required Institution List Name of Institution | : | | JALAN ASAP aini_ [eknologi ika Kampus | | Edit Add New |
|------------------------|--|---|--|---------------|--|---|-------------|-----------------|
| nurnadeera binti zaini | Name New Identity Card No. Email Address City State Personal Facebook Gender Marital Status nstitution Information UITM Melaka Kampus Type of Institution State of Institution | 980130017000 frunchiecookie@gmail. com Segamat Johor Nadeera Zaini Female Single Bandaraya Melaka - ENT530 I IHL Melaka UiTM Cawangan | Home Address District Postcode Personal Instagra Race Special Need Required | : m : : | 26-28 C, s BULOH K Segamat 85000 nadeeraza Malay No Universiti 1 MARA UiTM Mela | JALAN ASAP aini_ [eknologi ika Kampus | 7 | |
| | New Identity Card No. Email Address City State Personal Facebook Gender Marital Status nstitution Information UITM Melaka Kampus Type of Institution State of Institution | 980130017000 frunchiecookie@gmail. com Segamat Johor Nadeera Zaini Female Single Bandaraya Melaka - ENT530 I IHL Melaka UiTM Cawangan | Home Address District Postcode Personal Instagra Race Special Need Required | : m : : | 26-28 C, s BULOH K Segamat 85000 nadeeraza Malay No Universiti 1 MARA UiTM Mela | JALAN ASAP aini_ [eknologi ika Kampus | | |
| | Type of Institution State of Institution | : IHL : Melaka : UiTM Cawangan | | : n : | MARA UiTM Mela | ka Kampus | | |
| | | Bandaraya Kampus | City | | Bandaraya | i Melaka i Melaka | | |
| o-eCommerce | | | HOME | | LIII MY BUSINESS | MY LEARNING | | MORE |
| | State of Institution Address of Institution | : Melaka : UiTM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka | Name of Institutio City Postcode | n : : | UiTM Mela Bandaraya Bandaraya 75300 | | | |
| | District of Institution Level of Study Course Name Subject Name | : Melaka Tengah : Bachelor Degree : ENT530 : PRINCIPLES OF ENTREPRENEURSH IP | Study Status Class Name Year Enrolling the subject Lecturer Name | : | Full time M1BA2464 2020 Noorain Mo | | Edit Delete | |
| | Month Enrolling the Subject Internship Enrollment | : 9 : No | Year Of Internship Enrollment Period of Internsh | 1 | Noorain Mi | | | |
| | Month of Internship Enrollment Expected Year To Complete Study Related To Study | : 2022 : Yes | Training Expected Month 1 Complete Study | | 2 | | | |

| PERSONAL PROFILE | BUSINESS PROFILE | | | | | | | | |
|------------------------|---|---|--|---|---|---------------------------|----------------------|---|------|
| | Company Name | : | Frunchielicisious | Company Registration No. | : | - | | | Edit |
| | Type Of Business | | Sdn. Bhd | Business Role | | Agent | | | |
| nurnadeera binti zaini | Facebook Page | | https://www.facebook.co m/Frunchielicious- 109587240930887/? | Business Category/Business Sub-Category Business Instagram Page | | Food & B Beverage - | everages / Food s | & | |
| | Wechat for Business | | modal=admin_todo_tour - | Business Website | | - | | | |
| | Marketplace | | - None | Type Of Website | | eComme | rce Platform | | |
| | Business Related to Your Study Field | | No | Experience in International Export | | No | | | |