



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكُوْلُوْ كِيْ بِيْمَارَا
UNIVERSITI
TEKNOLOGI
MARA

**ENT530
(PRINCIPLES OF ENTREPRENEURSHIP)**

SOCIAL MEDIA PORTFOLIO

**PREPARED BY:
MUHAMAD SAFUWAN BIN KHAIRUDDIN**

**MATRIC NO:
2019872514**

PART 5

**PREPARED FOR :
MADAM SALZAINNA ZAINUL ABIDIN**

ACKNOWLEDGEMENT

Assalamualaikum w.b.t. First of all, i would like to thank Allah the Almighty for giving me strength and simplifying my affairs to complete this article review successfully and in time. Without his help and grace, this task could not have been completed.

Furthermore, I would like to express my deepest gratitude to my lecturer, Madam Salzainna Zainul Abidin for all guidance, advice, and encouragement throughout the development of this article review. With this guidance, I was able to gain a lot of knowledge by reviewing this article and thanks for giving us enough time to complete the review of this article.

Next, this task was given to me as one of the conditions for the subject of Entrepreneurship Principles (ENT530). In addition, thank you to my family who have given me moral support to complete the review of this article. I would like to thank everyone who has helped me complete the study of this article. I hope this article review is useful for all reader. Thank you.

EXECUTIVE SUMMARY

In these report, I have compile social media content on Facebook that I have been working on. Social media marketing is refer to the process of gaining an attention toward the social media user for certain thing. The social media marketing has been one of the main weapon for the businesses in making their product more notice able in the market this day.

Based on the task that been given, the researches has been assign to create an Facebook Page (FB) that purposely for the marketing and selling the product. The researches has collaboration with the local business in Taiping, Perak. The product that been given to be use is Bahulu. Based on the Madam Salzainna Zainul Abidin, She has put several thing that need to been follow in the Facebook Page such as there posting must have the Teaser for the product, Soft Sell and Hard Sell other than that there were couple posting that need to be post. The Researches also need to be register under E-Commerce as one of the rule before joining the business.

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INTRODUCTION

COMPANY BACKGROUND

Established back in 2018. Bahulu Kampung started from a housewife that trying to survive financial crisis. We promise to our buyers that every bite has its own aroma of deliciousness. The company is a family type of business which all the company thing will be handle by the family member only. The company is focusing on the snack and kueh product. The product that been mention is like Bahulu. The target audience or the customer that been targeting is the people around the area. Some of the customer is from the regular and also from the spread of the news from the customer to other person. The shop is locted at No 186, Jalan Kota Wira, Taman Kota Wira, Ulu Sepetang, 34010, Taiping, Perak.

ORGANIZATIONAL CHART

