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KAMPUS PUNCAK ALAM SELANGOR

ENT 530

(PRINCIPLES OF ENTREPRENEURSHIP)

SOCIAL MEDIA PORTFOLIO

“KEPOK LEKOR WAKAF MESIRA”

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GROUP:

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ACKNOWLEDGEMENT

Primarily, I would like to express outmost gratitude to Allah S.W.T as I managed to complete my social media portfolio report with successfully by His guidance and blessing. This is also for the completion of this social media portfolio report as one of the requirements that need to be accomplished in the last assignment for the code ENT 530 which is Principles of Entrepreneurship.

I want to say special thanks especially to my parents that never tired in supporting me at all and to complete this portfolio by help me to do and support to start this business food. In addition, especially thanks for my friends always give me more advice and shared knowledge before I start my business until I finished this portfolio. This portfolio also has been prepared with the cooperation and support from many people out there that always supporting in my business food. Besides, not to be forgotten to my lecturer, which is Madam Salzainna Zainul Abidin also her kindness in helping during the process of completion of this social media business work. She has given a good teach by providing useful information. Without her, I would not be able to complete this portfolio.

Through these problems, I was managed to become more organize and mature in dealing with problem that occur during my business. In this portfolio, there was covers social media business using Facebook which is creating Facebook page, teaser post, creating soft sell and hard sell, frequency of posting and sales report.

Lastly, for those who had involved and contributed directly or indirectly to this portfolio, I am very thankful to them for the effort and initiative that they have shown in my business until successful completed my portfolio report. I want to apologize to all person that I have not mentioned it were helped me in many ways to complete this portfolio and I hope this social media business portfolio report can give me more about entrepreneurship world and fact about how to become an entrepreneur in future life.

EXECUTIVE SUMMARY

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 Kuala Nerus, Terengganu. The product that been given to be use is Keropok Lekor. 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.

In this report the researches will provide the proof of the company such as the Business Registration (Suruhanjaya Syarikat Malaysia (SSM)) other than that the researches also will provide the business background which on this case will more focusing on the company that been collaboration. Other than that the researches will also provide some of the item that been posting in FB

Based on the product that been choose, the reason behind the choose of Keropok Lekor Wakaf Mesira as the main product is one of the food that is a favorite of Malaysians, especially the people of Terengganu. Keropok Lekor must be a very popular food in Terengganu. Keropok Lekor are also a snack in the evening or evening.

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Body of Report

Introduction of Business

Name and Address of Business

The researches has choose to make an collaboration with the local company in Kuala Nerus, Terengganu. The company that been choose is Kedai Kepok Lektor Wakaf Mesira . Meanwhile the product that been choose as the subject to promote the product is Keropok Lektor. For the FB page the Name that researches choose is *Keropok Lektor Wakaf Mesira*. The reason behind the choose of this name is to ease the company to categorized each site of facebeook page for certain product. The address for this company can be located In No 221 Jalan Lingai Kg Wakaf Mesira Tepoh 21060 Kuala Nerus, Terengganu. This company has been founder by Sir Samad . The company is an family type of business which all the company thing will been handle by the family member only. The company is focusing on the food and beverage as their main product. The product that been mention is like Keropok Lektor, Keropok Keping also Laichi Kang. The target audience or the customer that been targeteing 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.