



SOCIAL MEDIA PORTFOLIO

TITLE:

Ready Mixed Sauce and Sambal

By Food Tree Factory

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY	: FACULTY OF ART AND DESIGN
PROGRAMME (HONS.)	: AD241 - BACHELOR IN GRAPHIC DESIGN
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ACKNOWLEDGEMENT

Assalamualaikum w.b.t. First of all, I would like to thank to Allah the Almighty for giving me strength and simplifying my affairs to complete this social media portfolio 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 social media portfolio. With this guidance, I was able to gain a lot of knowledge and experiences as entrepreneur by creating this social media portfolio and thanks for giving us enough time to complete the social media portfolio which is Facebook page.

Next, this task was given to me as one of the conditions for the subject Principles of Entrepreneurship (ENT530). In addition, thank you to my family who have given me moral support to complete the social media portfolio. I would like to thank everyone who has helped me completing the social media portfolio. I hope through the knowledge that I get from study and creating this social media portfolio can be useful for me in the future. Thank you.

EXECUTIVE SUMMARY

Ready Mixed Sauce and Sambal by Food Tree Factory is a special homemade recipes product found by Mrs. Refqah with support by her husband Mr. Ikhman. Ready Mixed Sauce and Sambal is easy to cook product which have three types namely, Creamy Butter Sauce, Black Magic Sauce, and Balado Berapi Sambal. Food Tree Factory is located at Denai Alam, Shah Alam, Selangor.

Facebook Page is a social media platform that have been choose for social media portfolio to completing task by Madam Salzainna Zainul Abidin. The objective of this project is to study and experiences the real entrepreneurial business. Through this Facebook platform we need to creating Facebook page, teaser post, creating copywriting hard sell and soft sell.

I have choice this product for my social media portfolio which is Facebook page and use Ready Mixed Sauce and Sambal by Food Tree Factory as the social media page name. My role and tasks for Food Tree Factory product is as dropshipping. Ready Mixed Sauce and Sambal by Food Tree Factory is targeting people who love homemade and versatile sauce recipes.

Through this social media platform, I have gather knowledge and learn how to post content in Facebook page for business product whether teaser, soft sell, and hard sell. I also learn how to attract audience through copywriting.

TABLE OF CONTENT

PRELIMINARY MATERIALS	PAGE
Cover page	i
Acknowledgement	ii
Executive summary	iii
Table of content	iv

1.0 INTRODUCTION OF BUSINESS

- Name and address of business
- Organizational chart
- Mission/Vision
- Description of product/ services
- Price list

2.0 FACEBOOK (FB)

- Creating Facebook (FB) page
- Costuming URL Facebook (FB) page
- Facebook (FB) post - Teaser
- Facebook (FB) post - Copywriting (Hard sell)
- Facebook (FB) post - Copywriting (Soft sell)

3.0 CONCLUSION

1.0 INTRODUCTION OF BUSINESS



1.1 Name and Address of Business

COMPANY NAME	Food Tree Factory
ADDRESS	Denai Alam, Shah Alam, Selangor, 47180

- Food Tree Factory specialized in inventing delicious formula to create smart ways of cooking that can reduce hassle and time in the kitchen.
- The founder of Food Tree Factory is Mrs. Refqah with the support her husband, Mr. Ikhman. Mrs. Refqah is a self-taught cook driven by her love and passion in creating delicious meals. They started a small catering business.
- Their small home-based business expanded into café and that was when the whole formula of ready mixed sauce and sambal was invented.

1.2 Organization Chart

