



اَوْنُوْرَسِيَّتِيْ بِاَتِيْكَوْلُوْجِيْ مَّارَا
UNIVERSITI
TEKNOLOGI
MARA

INDIVIDUAL PROJECT

COURSE: PRINCIPLES OF ENTREPRENEURSHIP

COURSE CODE: ENT 530

PROJECT: SOCIAL MEDIA (FACEBOOK)

NAME OF PAGE BUSINESS: FELARO

GROUP: NBH6B

PREPARED BY:

NAME	MATRIC NO.
NUR ALIA FITRI BINTI HASNAN	2016733879

-EXS -X

-View & more - mix

- small

85

ACKNOWLEDGEMENT

Alhamdullilah to Allah S.W.T for the completion of my Social Media Portfolio which is one of the requirements that need to be accomplish in the course work assessment for subject code ENT 530.

Special wish to my family because always giving me their support to complete my portfolio by promoting my page and my product to their friend. Also, this portfolio was prepared with the corporation and helps from many people including my lecturer Madam Zanariah Binti Zainal Abidin because kindness in giving me the informative info to complete this portfolio.

Through this portfolio, I be able to learn and manage how to run online business in proper way by using Social Media which is Facebook. Also, from this assessment a lot of knowledge I gain in order to get customer with interactive advertising and skill such as from teaser, soft sell and hard sell method.

EXECUTIVE SUMMARY

FELARO is a business that carries out online business of home baked cake delivery. This business is created to providing homemade, freshly baked premium quality cakes to all customers who love the sweet and delicious cakes. Apart from selling products to consumers, FELARO also provides useful info and tips to our customer on how to baking a cake.

Retaining FELARO'S customers is a very strong and suit for this business and so we have strategies in place to ensure that our customers remain happy with our products and services. This can be achieved if we employ the best customer service executives who are adept at handling orders, promptly attending to complaints and inquiries. We also intend to provide a listening ear to our clients for feedbacks that will help make the company progress.

In addition to reinforcing strategies for maintaining customer loyalty towards FELARO, expanding and exploring ways to promote this online product and services business in social media is important. Skills and ways to know how to attract customers are important.

Start by giving teaser a customer to give the customer a sense of excitement to know which product to sell. Next, the skills to make soft sell to give you an idea of exactly what the product is going to sell in the right way. Last but not least, hard-sell-making skills to customers to attract customers continue to buy promoted products. FELARO's cake can further enhance this entrepreneurial knowledge to further develop this business in the near future.

TABLE OF CONTENT

NO.	CONTENT	PAGE NUMBER
1	Acknowledgement	<u>2</u>
2	Executive Summary	<u>3</u>
3	1.0 Introduction of Business	<u>5</u>
	Name and Address of Business	5
	Organizational Chart	5
	Mission and Vision	6
	Description of Product and Service	6
	Product Picture and Price	7 - 8
4	2.0 Facebook (FB)	9
	Creating Facebook Page	9
	Costuming URL Facebook Page	9
	Page likes	10
	Posting Likes	10 - 12
	Facebook Post – Teaser	13 - 14
	Facebook Post – Soft Sell	15 - 17
	Facebook Post – Hard Sell	18 - 21
	Frequency of Posting	22
5	3.0 Sales Report	23 - 24
	Details of the Receipts	23 - 24
6	4.0 Conclusion	25

1.0 INTRODUCTION OF BUSINESS

1.1 Name and address of business

Name of this business is a FELARO. The business address is Lot 296B, Jalan 12 Petaling Jaya, Selangor Darul Ehsan. This business is only conducted by one staff member only and she also the owner of FELARO and because of the one and only staff handling the business, all the task has been handling by the owner itself specially the social media like Facebook Page of ‘FELARO’ page promoting the product release in social media. Furthermore, the owner of the business are needed to records buyer details, cash flows of the business and entry by providing sales report. Lastly, she as a person who manages postage and shipping items ordered by the customer

1.2 Organizational Chart



OWNER
NUR ALIA FITRI BINTI HASNAN