



# SOCIAL MEDIA REPORT

**PRODUCT:**  
Delisio Pop Oats

## PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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## **ACKNOWLEDGEMENT**

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I convey my sincere acknowledge and appreciation to Iryani Azwa, who put the trust on me in promoting the business. I learnt a lot and gain knowledge from what is new for me and also a get the opportunity to enhance my skill especially in handling business.

Last but not least, a special thanks to my fellow friends to give a clear idea and a reminder for me to complete this report and some information given, including the sample of the report for clear guidance on how to start and to complete this report. I would to appreciate the guidance given.

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## 1.0 INTRODUCTION OF BUSINESS



### 1.1 Business Background

Delisio Pop Oats is an online based entrepreneurship that are from Bumiputera. This Product is an innovative instant oat that combine other ingredient especially nuts to different flavors. There are 5 flavor which is Strawberry, Banana, Rose Hazelnut, Chocolate, and Vanilla.

The reason why I choose this product is because, this product consider as new for me and I really like the idea of combining other good ingredient into the oats. The chosen ingredients also very suitable for every flavor and also very appetizing.

Then, I apply to be a dropshipper from Iryani Azwa, one of the agent as I am interested to promote the product. RM2 commission will be given for every purchase sold per box. She also guide me on how to promote, provide product's details, customer satisfaction, and what to do if buyer wants to buy. Then I create an account for Facebook page and start doing some product promoting.

#### Mission:

Provide customers with delicious meal, healthy nutritious, diet meals at affordable prices and practical food of the stakeholders through healthy eating education.

#### Vision:

Dedicated to making instant healthy food and to provide job opportunities for people to start online business.

#### Target audience:

Teen to elderly

### 1.2 Product and price:



Delisio Strawberry  
RM27  
500g

Delisio Chocolate  
RM25  
500g

Delisio Vanilla  
RM25  
500g

Delisio Rose  
RM27  
500g

Delisio Banana  
RM29  
500g

## 2.0 FACEBOOK PAGE CREATION

Below is the Facebook page for the product, Delisio Pop Oats. The page is from the admin view. Total people like is **418** and about **422** people follow this page. Also published selling items of the product for flavor strawberry, banana, vanilla, and chocolate into Commerce Manager for customer to buy.

Facebook page name: Delisio Pop Oats SM

Username: AlwaysDelisio

## 3.0 CUSTOM URL FACEBOOK PAGE:

<https://www.facebook.com/AlwaysDelisio>

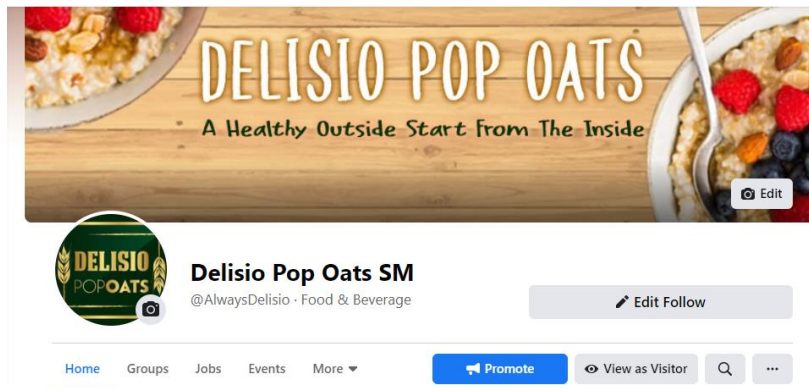


Figure 1: Facebook page for Delisio Pop Oats

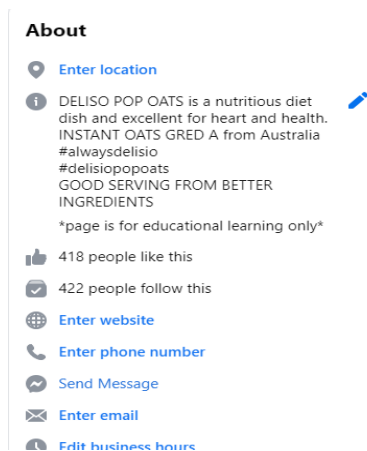


Figure 2: short information of the product for reference to get the view of the product

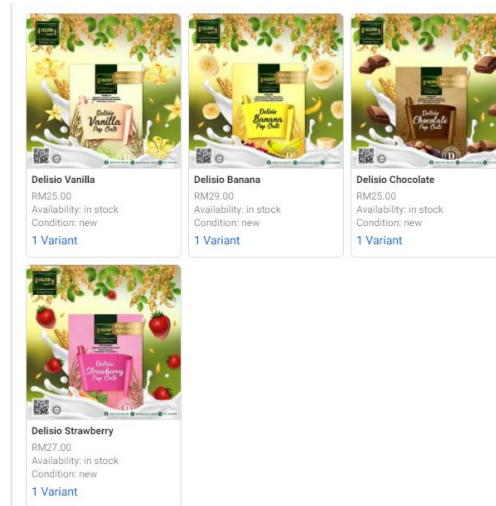


Figure 3: 4 items are added in Commerce Manager