



اُونِيُوَرَسِيْتِي تِي كُونُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



### **PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**FACULTY & PROGRAMME** : FACULTY IN BUSINESS MANAGEMENT (BA232)  
**SEMESTER** :3  
**PROJECT TITLE** :SOCIAL MEDIA PORTFOLIO  
**NAME** : ANIS ADILAH BINTI ABDUL RAHMAN FUAD

**LECTURER** :  
**DR. SYUKRINA ALINI BINTI MAT ALI**

## **ACKNOWLEDGEMENT**

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Praise to god, I finally completing this task that cover Facebook as social media platform. Thank you also to my lecturer, Dr. Syukrina Alini because gives me extra time and day just because to give me complete the report. May Allah bless you.

## **EXECUTIVE SUMMARY**

Thekekbatik.Co is offering dessert and the same time that can satisfy all which is for Kek Batik lover out there. I decided to sell Kek Batik due to high potential demand among customers that favor this type of desserts and one of my favourites. Relevance to my vision and mission, I want to offer perfect homemade style cookies without preservatives, to the market and people out there.

Thekekbatik.Co is offering variety types of Kek Batik which is choco ganache, indulgence, cheese, blueberry, caramal and so on. Our product is homemade which is the recipe are produced using my own recipe until get the best outcome of taste and texture to be commercialized. Our target market is universal. Despite the age, race or religion all groups of customers can purchase and eat our products.

Relevance with my tagline 'Happy Tummy Happy Girl Happy You', I want all of my customers satisfied with the outcomes. Lastly, I hope that this bakery online store will introduce such a good product and lifting local bakery brand in future and the people out there that can be their source income.

## TABLE OF CONTANT

No	CONTENT	PAGES
1	Go-Ecommerce registration (Print Screen)	6-7
2	Introduction of Business <ul style="list-style-type: none"><li>• Name and address of business</li><li>• Organizational chart</li><li>• Mission / Vision</li><li>• Descriptions of products / services</li><li>• Price list</li></ul>	8-10
3	Facebook (FB) <ul style="list-style-type: none"><li>• Creating Facebook (FB) page</li><li>• Customing URL Facebook (FB) page</li></ul>	11
4	Facebook (FB) post _ Teaser	12 - 15
5	Facebook (FB) post _ Copywriting (Hard sell)	16 - 24
6	Facebook (FB) post _ Copywriting (Soft sell)	25 - 32
7	Frequency of posting	33 – 40
8	Visual for online marketing	41- 43
9	Conclusion	44

# Go-Ecommerce registration (Print Screen)

Go-eCommerce BETA

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Have you updated your sales today? Update your sales regularly to collect more points!

**PERSONAL PROFILE** BUSINESS PROFILE

  
Anis Adilah binti Abdul Rahman Fuad

**Personal Information**

Name	: Anis Adilah binti Abdul Rahman Fuad	Phone/Mobile	: 0134678643	<a href="#">Edit</a>
New Identity Card No.	: 970826105528	Home Address	: NO 26, JALAN KHAMIS 10/KU8 TAMAN MERU MULIA 2, MERU	
Email Address	: anisadilah77@gmail.com	District	: Meru	
City	: KLANG	Postcode	: 42200	
State	: Selangor	Personal Instagram	: instagram.com/anisadilah_	
Personal Facebook	: facebook.com/anisadilah	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

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