



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

FACULTY/PROGRAMME

INFORMATION MANAGEMENT/IM246

BUSINESS NAME

LOTUS BISCOFF CHEESECAKE (FACEBOOK)

PREPARED BY:

NAME

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NUMBER MATRICS

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GROUP

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ACKNOWLEDGEMENT

Alhamdulillah, with the name of Allah, the Most Gracious and the Most Merciful .Alhamdulillah, all praises to Allah for the strengths and His blessing, it is possible for me to finish this social media portfolio for individual assignment.

Firstly, special appreciation goes to my (ENT 530) Principles of Entrepreneurship's lecturer, Sir Muhammad Hafizi Zamri for his guidance and constant supervision as well as providing necessary information and guidelines on how to create social media portfolio and also for his support in completing my portfolio.

Through these problems, I manage to become more organize and mature in dealing with problem during my business. This portfolio covers social media business using Facebook sales, creating soft sell, hard sell and teaser post to attract customers.

Last but not least, to those had involved and contributed directly or indirectly to this portfolio. I am very grateful to them for the endless support and initiative that they have shown in my business until successfully completed my portfolio project.

EXECUTIVE SUMMARY

Lotus Biscoff Cheesecake is a business that offers delicious cheesecake that made from lotus biscoff biscuit and lotus spread provided for beloved customers and for sure our lotus biscoff cheesecake is made from high quality product.

Lotus Biscoff Cheesecake customers are from different types of age groups that consist of youngster, adults and millennials like us who love to have snacks during leisure time or while watching movie. It is also good initiative for those who is on diet because our lotus biscoff cheesecake can keep you full until the end of the day. We also targeting busiest people because we have delivery services of our product to customer's home.

Across Kemaman Terengganu, particularly our business had started in October 202. Kemaman area has our targeted customers which are people who do not have time in baking and make dessert. Lotus biscoff cheesecake can fill those empty stomach by delivery our product to the people that are too busy with their work.

Lotus biscoff cheesecake marketing strategy is to emphasize the quality and price of products and services. We offer the affordable price because many people will spend less money on food. Thus, I develop marketing strategy that gives attraction to come buy our products. I also create Facebook to expand my business through social media and learn how to post Facebook post for business product whether teaser poster, soft sell and hard sell. I also must raise the revenue at least RM 150 and above and prudent spending for my product to avoid profit falls. Already I have service and products commitments plan to promote the product.

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1.0 GO-ECOMMERCE REGISTRATION

The screenshot displays the Go-eCommerce BETA user interface. At the top, there is a navigation bar with icons for HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE. Below the navigation bar, a yellow notification banner reads: "Have you updated your sales today? Update your sales regularly to collect more points!". The main content area is divided into two tabs: PERSONAL PROFILE and BUSINESS PROFILE. The BUSINESS PROFILE tab is active, showing a list of business details. On the left, there is a profile picture placeholder and the name "NOR SOLEHAH BT AHMAD SUKHRI". The business details are as follows:

Company Name	: Taste a Bitee	Company Registration No.	:		Edit
Type Of Business	: Sdn. Bhd	Business Role	:	Product Owner	
Facebook Page	: Lotus Biscoff Cheesecake	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:		
Marketplace	: Others	Business Website	:	https://www.facebook.com/tasteabite/	
Business Related to	: Yes	Type Of Website	:		
Your Study Field	:	Experience in International Export	:	No	

At the bottom left, there is a link for "Available Contest". At the bottom right, there is a chatbot icon with a speech bubble that says: "Hello there! My name is Abang Iz and I'm here to assist you."

Figure 1: E-commerce Business Profile