

# **PORTFOLIO**

TITLE: PORTFOLIO OF GOLDEN SAMPERIT BUSINESS

#### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME: FACULTY OF INFORMATION MANAGEMENT

(RECORDS MANAGEMENT, IM246)

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#### **ACKNOWLEDGEMENT**

Bismillahirahmanirahim...

Alhamdulillah, I would like to thank Allah S.W.T, Almighty Lord of the universe. It is with HIS blessings that made it possible for me to finish this report. Peace be upon HIS Final Prophet and holy messenger, Muhammad S.A.W. for being the paragon of virtue to every single human in existence.

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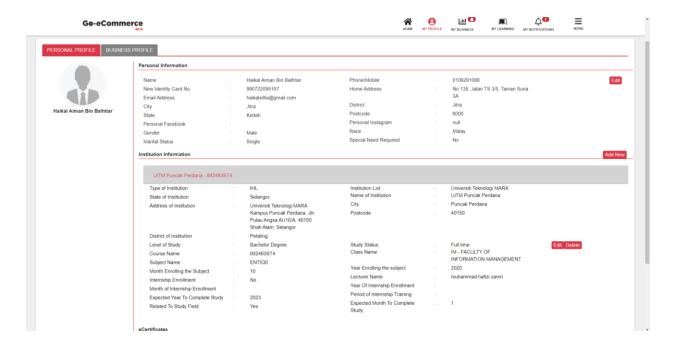
#### **EXECUTIVE SUMMARY**

The Golden Samperit is a business that sells homemade cookies or "kuih" of the samperit variety. A year ago the business opened as one business venture in an e-commerce format which is a page in Facebook. Throughout its life the business boomed and got several likes and engagements from customers. This Facebook website has created a very helpful data on the engagement processes and who has seen out posts. These also includes single channel revenue and the business's overall growth. Industry statistics show that sales of samperit and other cookies through the digital space are forecasted to increase during this pandemic. The business competes in a highly fragmented and competitive food market. The pandemic has created demands for deliveries of essentially anything that the customers wanted. Golden Samperit has carefully combined a variety of promotional strategies such as teasers, hard sell and soft sells into a unique marketing mix to gain as much market share as possible. This year it will roll out more e-commerce marketing strategies and campaign based on the idea of samperit in a jar.

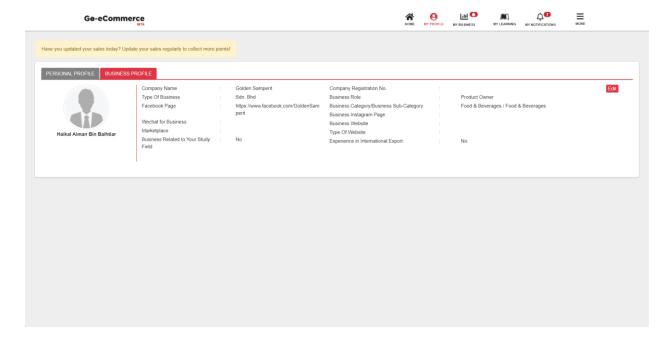
## **TABLE OF CONTENT**

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
TABLE OF CONTENT	iv
1.0 Go-Ecommerce registration	1
2.0 Introduction of business	2
2.1 Name and address of business	2
2.2 Mission/Vision	2
2.3 Description of products/Services	2
2.4 Price list	2
3.0 Facebook (FB)	2
3.1 Creating Facebook (FB) page	2
3.2 Customizing URL Facebook (FB) page	3
3.3 Facebook (FB) post – Teaser	3
3.4 Facebook (FB) post – Copywriting (Hard sell)	6
3.5 Facebook (FB) post – Copywriting (Soft sell)	27
3.6 Graphics	42
4.0 CONCLUSION	44

### 1.0 GO-ECOMMERCE REGISTRATION (PRINT SCREEN)



#### Personal Profile



**Business Profile**