

SOSIAL MEDIA PORTFOLIO

Dim Sum by Aishah Shahudi



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : IM246- BACHELOR OF INFORMATION

SCIENCE (HONS.) RECORDS MANAGEMENT

SEMESTER ::

NAME : SITI NUR AISHAH BINTI SHAHUDI

GROUP : IM2463ST4

LECTURER : MUHAMMAD HAFIZI ZAMRI

ACKNOWLEDGEMENT

In performing this assignment, I take guideline from respected person who deserve my greatest gratitude. The completion of this assignment gives me so much pleasure. I would like to show my gratitude to Encik Muhammad Hafizi Zamri, ENT530- Principles of Entreprenurship course Lecture, University Teknologi MARA (UiTM) for giving me a good guideline, enthusiastic encouragement, and useful critiques for this assignment throughout numerous consultations. His willingness to give his time so generously has been very much appreciated for me.

I also like to expend my deepest gratitude to all those who have directly and indirectly guided me and have made valuable comments and suggestions on this proposal which gave me an inspiration to improve this assignment.

EXECUTIVE SUMMARY

Dim Sum by Aishah Shahudi was establish by Siti Nur Aishah binti Shahudi to satisfied the customers appetite and we are open as request of our customers. Our main objective is to provide various types of dim sum so that our customers can taste any types of dim sum that they want to try. We have try our best to give the most delicious and satisfying dim sum to the customers.

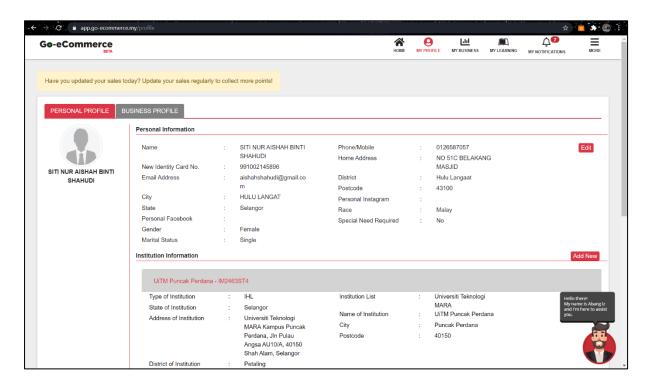
This product also is also liked by many customers because of the delicious taste. This product also get a lot of attention from customers due to the price that are affordable and reasonable price. Other than that, this product also provide a good insight for the continuation of sale to the customers.

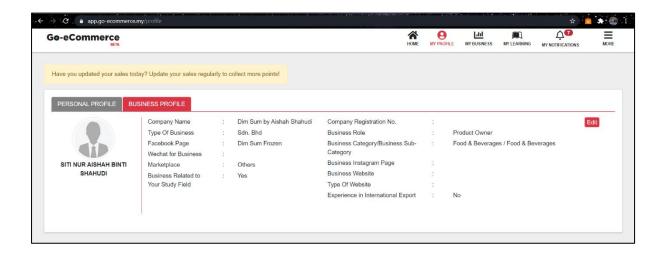
Since early of its opening, Dim Sum by Aishah Shahudi has sold so many of packages with nine different types of dim sum to the customers. The customers also keep repeat their orders because the dim sum taste so good.

TABLE OF CONTENT

Content		Pages
Acknowledgement		i
Executive summary		ii
Table of content		iii
I.	Go-Ecommerce	1
II.	Introduction of Business	1-3
	Name of business	1
	Address of business	1
	Organizational chart	2
	Mission	2
	Vision	2
	Description of product	2-3
	Price list	3
III.	Facebook	3-10
	Creating Facebook (FB) page	3
	Customing URL Facebook (FB) page	4
	Facebook (FB) post – Teaser	4-5
	Facebook (FB) post – Hard sell	6-7
	Facebook (FB) post – Soft sell	8-9
	Graphics	10
IV.	Conclusion	11

I. Go-Ecommerce Registration





II. Introduction of Business

Name of business: Dim Sum by AishahShahudi.

Address of business: No.51C Belakang Masjid Kg. Jawa Batu 18,

43100 Hulu Langat,

Selangor.