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UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF INFORMATION MANAGEMENT
UITM PUNCAK PERDANA CAMPUS
SHAH ALAM**

BACHELOR DEGREE OF INFORMATION SCIENCE (HONS)

RECORDS MANAGEMENT

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO: EATME COOKIES



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SUBMISSION DATE:

29 JANUARY 2021

ACKNOWLEDGEMENT

Praise be to Allah; finally, this assignment is complete. Firstly, in preparation for this assignment, we had to take the help and guidance from our respected lecturer, who deserve our deepest gratitude. As the completion of this assignment, we would like to show our appreciation to our respected lecturer, Sir Muhammad Hafizi Bin Zamri from UiTM Puncak Perdana for giving us such a good guideline for this assignment throughout numerous consultations.

We would also like to expand our gratitude to all those who have directly or indirectly helped us in writing this assignment. In inclusion, we would like to recognize our parents and fellow friends. They gave us much moral support throughout the time we finished this our first group assignment for the subject ENT530: Principles of Entrepreneurship. Thank you a lot.

We hope that this assignment will help us to be ready with knowledge for other upcoming tasks in another subject. Hope that this assignment will help us to do better, and perhaps it will give benefit to other.

EXECUTIVE SUMMARY

EatMe Cookies is our own product created by the owner itself. EatMe Cookies offers a cookies product food to give the satisfaction of customers. It is affordable price of the product. Our main target audiences are children, teenagers, young adults and also the adults to buy and love this cookies products.

EatMe Cookies marketing strategy is to emphasize the quality and price of product. The product also using high-quality dark chocolate to make sure that the cookies are delicious and have a premium taste. The product also offers postage and COD for those who stay in Kelantan. Thus, by developing this marketing strategy it will attract the customers to buy the homemade cookies.

The management of EatMe Cookies is by Nur Fatin Nabila Binti Zulkarnain. I created Facebook to expand the business through social media and learn how to post in the Facebook to connect and communicate with the customers. This platform also use to post for business product, whether teaser post, soft sell and hard sell. I also raise my revenue atleast RM61 or above and prudent spending for my product to avoid profit falls. It also learns how to use eUsahawan Portal to record the sales through eUsahawan Portal. It was very tough for me to handle this business but I have learned and gain new knowledge about business through this assignment.

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1.0 E-Commerce Registration (Print Screen)

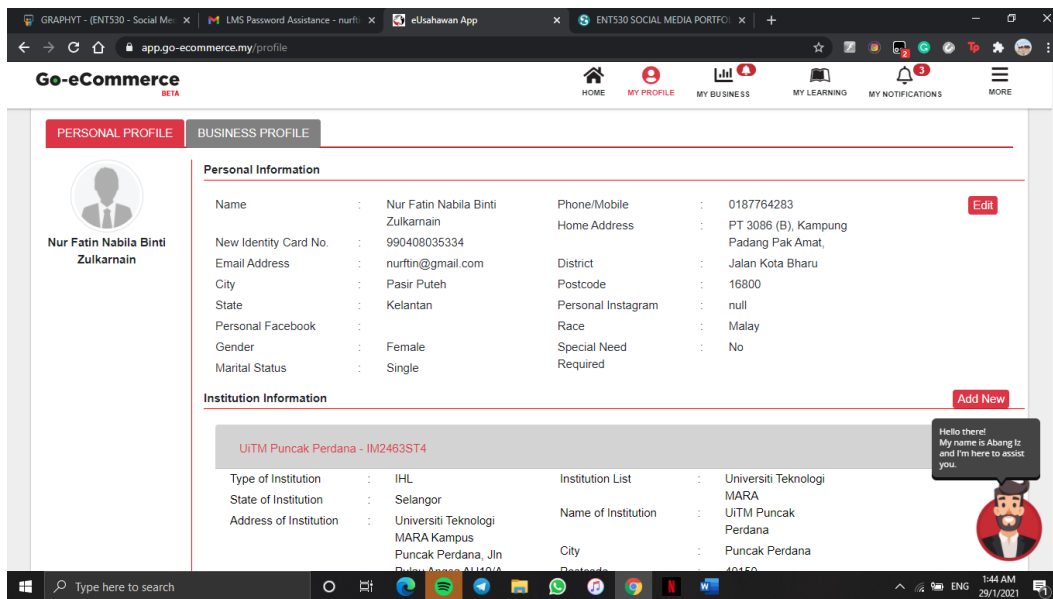


Figure 1.0 Print Screen of E-Commerce Registration

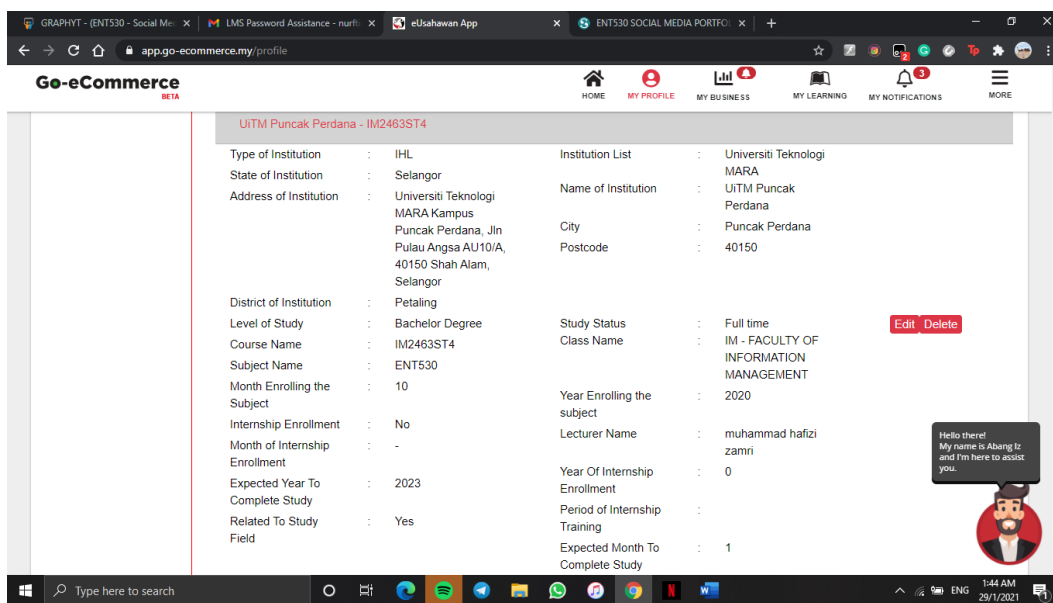


Figure 1.1 Print Screen of E-Commerce Registration