



SOCIAL MEDIA PORTFOLIO

ENT 530: PRINCIPLES OF ENTREPRENEURSHIP

FACULTY & PROGRAMME : BACHELOR OF INFORMATION SCIENCE (HONS)

RECORDS MANAGEMENT

SEMESTER : 3

PRODUCT NAME : ROTI SARANG LEBAH BY KHAYALAN

NAME : NUR SYAHIRA FARHANA BINTI ZAIDI

STUDENT ID : 2019805694

GROUP : IM2463ST4

LECTURER : SIR HAFIZI BIN ZAMRI

ACKNOWLEDGEMENT

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

I would also like to expand my gratitude to all those who have directly or indirectly helped me in writing this assignment. In inclusion, I would like to recognize my parents and fellow friends who gave me such moral support throughout the time I finished this my second individual assignment for the subject ENT530: Principles of Entrepreneurship. Thank you a lot.

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

EXECUTIVE SUMMARY

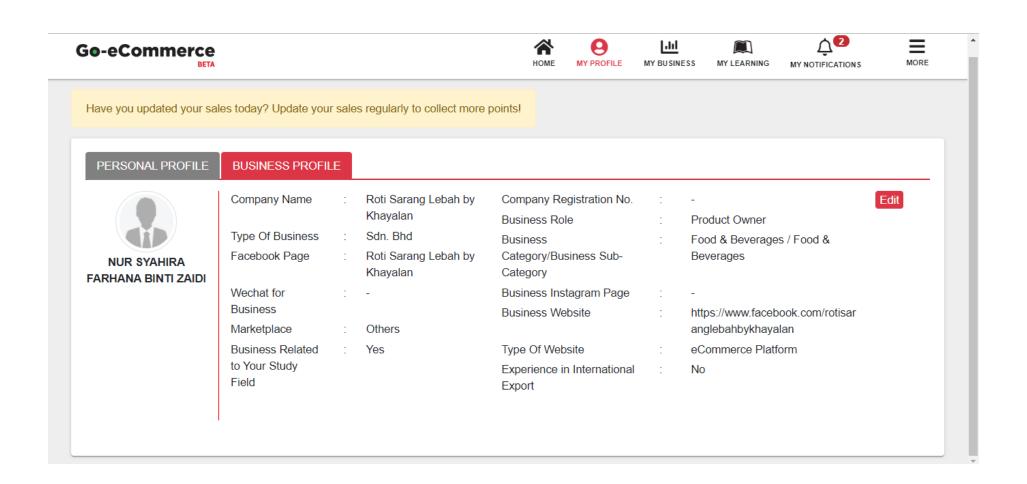
Roti Sarang Lebah by Khayalan was established on 16th November 2020 and our product trademark is "BEE Kind" which means be nice to all people in order to give our customer a good experience with our product while "BEE" does indicate to the name of the bread which is "honeycomb bread".

This bread is also known as *Khaliat Nahal* and it was a popular Arabic bread with soft texture filled with buttery cheese. But I already make an innovation to this recipe in order to make it more unique with my mother own signature butterscotch sauce. The combination of this two will make everyone crave for it in just one nibble. Our objective is to make sure people are able to taste this popular Arabic bread in our own country. I am aware that some people especially those with sweet tooth love to try something different, the one that they cannot have in their country. Some people are too busy to prepare it for themselves because it might take times and a lot of effort. So here we are ready to serve our customer with the fresh homemade bread with butterscotch sauce. So that they can taste the delicacy of our product since they do not need a silver fork to eat our bread.

Since our first day of launch, our product got positive feedback among our customers since the product was sold more than 100 pieces within one month. We see this kind of opportunity and we will keep on growing our business by using a Facebook page to reach more customer for our product.

CONTENT

Acknowledgement	i
Executive Summary	ii
Contenti	ii
Go-eCommerce Registration	1
1.0 Introduction of Business	
1.1 Name and Address of Business	2
1.2 Organizational Chart	4
1.3 Mission/Vision	5
1.4 Descriptions of Products/Services	3
1.5 Price List	7
2.0 Facebook (FB)	
2.1 Creating Facebook (FB) Page	8
2.2 Customing URL Facebook (FB) Page	9
2.3 Facebook (FB) Post – Teaser	0
2.4 Facebook (FB) Post – Copywriting (Hard Sell) 1	4
2.5 Facebook (FB) Post – Copywriting (Soft Sell)	2
3.0 Conclusion	1
References	2
Appendices	3



GO-ECOMMERCE REGISTRATION