



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

ANEKA KEREPEK by SUHAITYFOODS



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF INFORMATION MANAGEMENT
(HONS) RECORDS MANAGEMENT (IM246)

SEMESTER : SEMESTER 3

NAME : NUR AMIRA BINTI ZAWAWI

GROUP : IM2463ST4

LECTURER : MUHAMMAD HAFIZI ZAMRI

ACKNOWLEDGE

Primarily, I would like to express my outmost gratitude to Allah S.W.T as I managed to complete my social media portfolio report with successfully by His guidance and blessings. Next, I would like to express my heartfelt thanks to Sir Muhammad Hafizi Zamri, my lecturer of Principle of Entrepreneurship (ENT530) for giving me the opportunity to carry out this project assignment as well as giving continuous great support and guidance to me for the whole semester of my project. Moreover, my deepest gratitude to my family who tried their best to give their support by giving me a lot of encouragement. Not to forgotten to all my friends who had supported and shared knowledge to me through this whole semester. Lastly, I would also like to thank you to everyone who had involved and contributed directly or indirectly in my assignment project as they have been shown their effort and initiative until I am able to complete this social portfolio report successfully.

EXECUTIVE SUMMARY

SuhaityFoods is a business that sell food products and have a shop at Dungun, Terengganu. SuhaityFoods used mainly WhatsApp and Facebook to update and sell its product. SuhaityFoods offers our customer aneka kerepek that are affordable and tasty.

In addition, our customers consists of people of many ages form different walks of life that are interested and adventurous to try our products all across the country. SuhaityFoods offers Cash on Delivery (COD) services to the customers who live in Dungun, Terengganu for charge as low as RM1 per kilometer. The delivery services will also operate even the customer order only one pack of *kerepek*. As for customer that lives in other cities, they can still order the products with delivery charges of RM10 per postage.

SuhaityFoods frequently posts on Facebook page and communicate with the customers through online platform and also through WhatsApp. The deliveries services to other cities are handled by J&T Express. SuhaityFoods social media portfolio includes creating soft sell, hard sell and teaser posts to attract customers.

TABLE OF CONTENTS

CONTENT	PAGE
Acknowledgement	i
Executive Summary	ii
1.0 E-Commerce Registration (Print Screen)	1
2.0 Introduction to Business	2
3.0 Facebook (FB)	8
4.0 Conclusion	23

1.0 E-Commerce Registration (Print Screen)

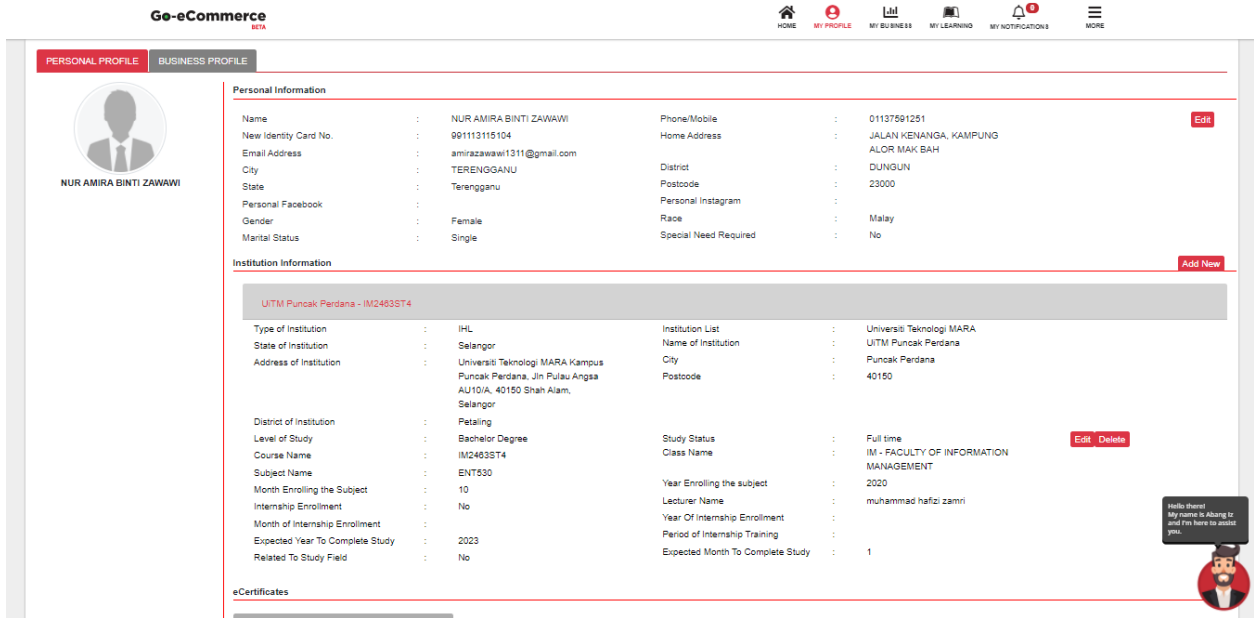


Figure 1.1: E-Commerce Registration

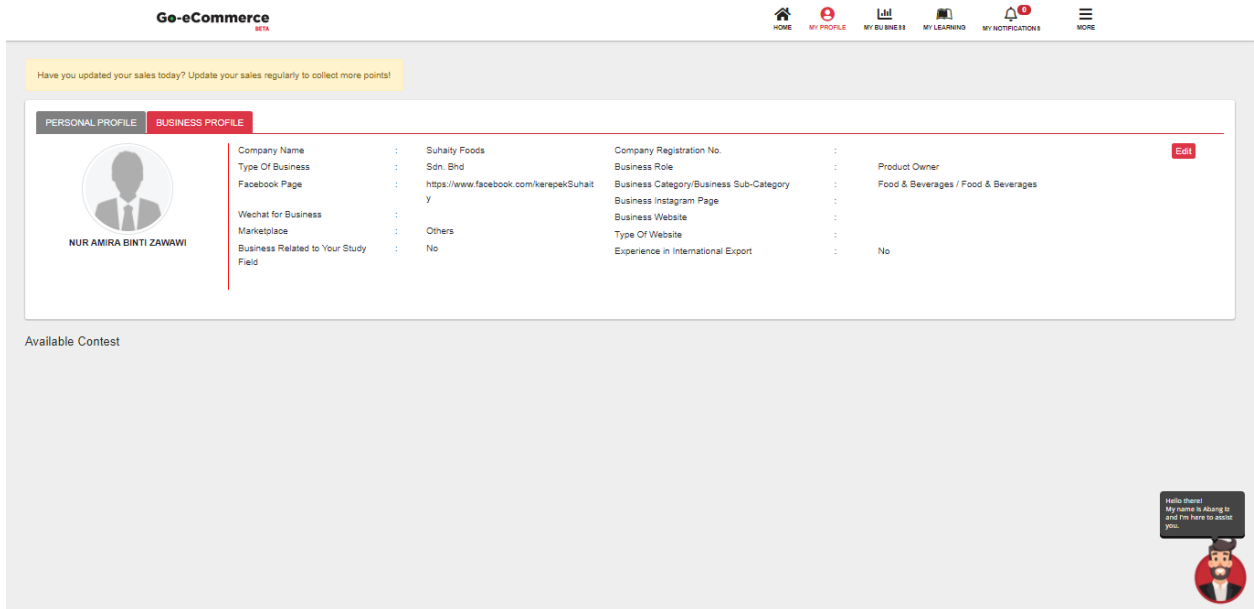


Figure 1.2: E-Commerce Registration