

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				
Ackn	Acknowledgement				
Execu	itive 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)

ERSONAL PROFILE BUSINESS	PROFILE							
	Personal Information							
	Name		NUR AMIRA BINTI ZAWAWI	Phone/Mobile		01137591251		
	New Identity Card No.		991113115104	Home Address		JALAN KENANGA, KAMPUNG		
	Email Address		amirazawawi1311@gmail.com			ALOR MAK BAH		
	City		TERENGGANU	District		DUNGUN		
NUR AMIRA BINTI ZAWAWI	State		Terengganu	Postcode		23000		
	Personal Facebook			Personal Instagram				
	Gender		Female	Race		Malay		
	Marital Status		Single	Special Need Required		No		
	Institution Information UITM Puncak Perdana - IM2463ST Type of Institution	T4 :	IHL	Institution List	:	Universiti Teknologi MARA		Ad
	UITM Puncak Perdana - IM2463ST		IHL Salangor Universit Teknologi MARA Kampus Puncak Perdana, Jin Pulau Angaa	Institution List Name of Institution City Postcode		Universiti Teknologi MARA UTM Kuncak Perdana Puncak Perdana 40150		Ad
	UITM Puncak Perdana - IM2483ST Type of Institution State of Institution		IHL Selangor Universiti Teknologi MARA Kampus	Name of Institution City		UITM Puncak Perdana Puncak Perdana		Ad
	UITM Puncak Perdana - IM2483ST Type of Institution State of Institution		IHL Selangor Universili Teknologi MARA Kampus Puncak Rerdana, Jin Fulau Angaa Au107A, 4015 Shah Alam,	Name of Institution City		UITM Puncak Perdana Puncak Perdana		Ad
	UTM Puncak Perdana - IM2463ST Type of Institution State of Institution Address of Institution		IHL Salangor Universis Teknologi MARA Kampus Punak Perdana, Jih Pulau Angsa AU10/A, 40150 Shah Alam, Salangor	Name of Institution City		UITM Puncak Perdana Puncak Perdana	Edit Delete	Ad
	UTM Puncak Perdana - IM2483ST Type of Institution State of Institution Address of Institution		IHL Selangor Uhiversib Teknologi MARA Kampus Puncek Pecatea, Jin Pulay Angsa AU10/A, 40150 Shah Alam, Selangor Petaling	Name of Institution City Postcode		UTM Puncak Perdana Puncak Perdana 40150 Full time IM - FACULTY OF INFORMATION	Edit Delete	Ad
	UTM Puncak Perdana - IM2463ST Type of Institution State of Institution Address of Institution District of Institution Level of Study		IHL Selangor Universiti Teknologi MARA Kampus Puncak Perdana, Jin Fulau Angaa AutloiA, 4015 Shah Alam, Selangor Petaling Bachelor Degree	Name of Institution City Postcode Study Status Class Name		UTM Puncak Perdana Puncak Perdana 40150 Full time IM - FACULTY OF INFORMATION MANAGEMENT	Edit Delete	Ad
	UTM Puncak Perdana - IM2463ST Type of Institution State of Institution Address of Institution District of Institution Level of Study Course Name		IHL Salangor Universis Teknologi MARA Kampus Punak Perdana, Jin Pulau Angaa Alu104, 40150 Shah Alam. Salangor Pelaling Bachelor Degree IM2403574	Name of institution City Postocole Study Status Class Name Year Enrolling the subject		UTM Purcak-Perdana Puncak Perdana 40160 Full time IM - FAULTY OF INFORMATION MANAGEMENT 2020	Edt Delde	Ad
	UTM Puncak Perdana - IM2463ST Type of Institution State of Institution Address of Institution District of Institution Level of Study Course Name Subjec Name		IHL Salaropor Universiti Teknologi MARA Kangua Puncaki Perdana, Jih Pulau Angua Autola, 4015 Shah Alam, Salangor Petaling Bachelor Dagnee IM2493514 EV1730	Name of Institution City Postcode Study Status Class Name Vear Enrolling the subject Lecturer Name		UTM Puncak Perdana Puncak Perdana 40150 Full time IM - FACULTY OF INFORMATION MANAGEMENT	Edi Dakte	itelia da
	UTM Puncak Perdana - IM24635T Type of Institution State of Institution Address of Institution District of Institution Level of Study Course Name Soubject Name		IHL Selangor Universiti Teknologi MARA Kampus Puncak Perdana, Jih Fulau Angaa Autlo/A, 4015 Shah Alam, Selangor Petaling Bachelor Degree IM24035T4 ENT530 10	Name of institution City Postcode Study Status Class Name Year Emoting the subject Lecturer Name Year of Internship Emotiment		UTM Purcak-Perdana Puncak Perdana 40160 Full time IM - FAULTY OF INFORMATION MANAGEMENT 2020	Ed! Dela	Helio dh My nam and fm
	UTM Puncak Perdana - IM2463ST Type of Institution State of Institution Address of Institution District of Institution Level of Study Course Name Subject Name Month Enrolling the Subject Internship Enrollinent		IHL Selangor Universiti Teknologi MARA Kampus Puncak Perdana, Jih Fulau Angaa Autlo/A, 4015 Shah Alam, Selangor Petaling Bachelor Degree IM24035T4 ENT530 10	Name of Institution City Postcode Study Status Class Name Vear Enrolling the subject Lecturer Name		UTM Purcak-Perdana Puncak Perdana 40160 Full time IM - FAULTY OF INFORMATION MANAGEMENT 2020	Edt [*] Delete	

Figure 1.1: E-Commerce Registration

Ge-eCommerce				NOWE			
e you updated your sales today? Upda	te your sales regularly to collect more poin	its!					
ERSONAL PROFILE BUSINESS P	Company Name Type Of Business	:	Suhaity Foods Sdn. Bhd	Company Registration No. Business Role	:	Product Owner	Edit
	Facebook Page Wechat for Business Marketplace		https://www.facebook.com/kerepekSuhait y Others	Business Category/Business Sub-Category Business Instagram Page Business Website		Food & Beverages / Food & Beverages	
NUR AMIRA BINTI ZAWAWI	Business Related to Your Study Field	1	No	Type Of Website Experience in International Export		No	
bble Contest							
							Hello there1 My name is a and fm here you.

Figure 1.2: E-Commerce Registration