



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO

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Alhamdulillah, praise to Almighty for ease everything and help me in the entire process, without the guidance and direction given by Him I could not continue producing this Social media portfolio.

First, I would like to thank both my mother and father who have always been with me to make this individual task a success, and my siblings, friends, and people who are directly and indirectly involved in creating this portfolio of social media, without them all planning will not go smoothly. I have been through a lot of things to create this social media portfolio, particularly in time management, because there are several tasks that need to be performed. But thanks to hard work and determination I was able to complete the job on time. Moreover, I would like to express my deepest gratitude for my lovely lecturer Madam Nor Sara Nadia Muhamad Yunus for all the help and the assistance that she offered to make my project success.

That's all from me, have a nice day ahead!

EXECUTIVE SUMMARY

Social media portfolio is a paper work that used to measure and record the achievement of sales of Cheezy Spring Rolls. This portfolio helps students to manage their own business as well as learn to see how well students control their own business to succeed. On the subject of ENT530, this social media portfolio is one of the required ones. The Cheezy Spring Rolls business needs to be detailed in more depth in this social media portfolio report. To become a legitimate business in Malaysia, Cheezy Spring Rolls needs to register with Go-ecommerce by MDEC to conduct business legally in Malaysia. Next, among the sections that need to be in this social media portfolio are name of address business, organizational chart, mission and vision, descriptions of products and services, and price list. Apart from that, section to creating a facebook page as well as customing URL facebook page. The number of likes must also be indicated to meet the conditions that have been set. The other section is also in the teaser section which is 7 teasers, followed by hard sell and soft sell 10. Lastly is the graphic about the product as well as the conclusion.

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1.0 INTRODUCTION OF BUSINESS

1.1 NAME AND ADDRESS OF BUSINESS

The name of business is Cheezy Spring Rolls. The name Cheezy Spring Rolls was named Cheezy itself because of the cheese that started to melt in the Spring Rolls wrap. The cheese melted in nature when exposed to hot temperatures has inspired me to name it Cheezy. Cheezy spring rolls produced in my own village which is located in Kampung Gong Pasir, 16800, Pasir Puteh. Kelantan.



This is the logo for my product.

In choosing the color for the logo for my product, I chose blue because blue is the color of unity which represents the ingredients combined together to produce a balanced taste for my Cheezy Spring Rolls. Next, the strap emblem placed in this logo shows the combination of flavors such as crispy, creamy and juicy inside the Cheezy Spring Rolls blend well.