



اَوْبُوْدَسِيْتِي تِيكُونُو لُو كِي مَارَا
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(BA2424D)

ENT530
ENTREPRENEURSHIP
INDIVIDUAL ASSIGNMENT
SOCIAL MEDIA PORTFOLIO: FACEBOOK.COM/GU LALES.FOOD



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In the name of Allah, The Most Gracious, The Most Merciful.

Praise be to Allah, Lord of the universe, who gives the blessing and strength to complete this project paper for my individual assignment.

I would like to take this opportunity to thank my beloved lecturer of Entrepreneurship ENT530, Dr Syukrina Alini for her guidance and advice in completing this individual assignment on Social Media Portfolio. I really appreciate for her effort in explaining about the assignment in detail. This project paper has tested our abilities mentally and physically.

I would also like to share my sincere appreciation for the work done on Facebook by my classmates who helped me complete my updates. Since most of us have always changed our views and experience.

With this in mind, I also want to share my heartfelt gratitude and special thanks to my parents who have never given up on my online distance learning to offer the best in support, encouragement and guidance. A comfortable and utter condition in which I can learn, it plays an essential role in maintaining my concentration and mind in terms of giving or doing what is best for this task.

EXECUTIVE SUMMARY

This report studies further details on the individual assignment of the social media portfolio to Gulales Homecooked's small business on Facebook. Gulales Homecooked is a small food, bakery and catering business located in Putatan, Sabah, which has been in operating for 11 years since 2009.

In this report I have acquired creating a Facebook page for my small business and copywriting experience on the Facebook page of Gulales Homecooked and the other social media platform in order to improve the branding and marketing strategy as well as in expanding the business to reach more target audience.

On the grounds of my completed task, there are few copywriting skills that i have discovered through detailed posts made on Gulale's Facebook page. These copywriting skills lead to Gulales promoting and updating their business smoothly. To emphasize, Gulales are able to assign its business and product information in detail and enable the customer to receive the important information about its business and product.


On another note, this does not only helped Gulales in achieving the sales targets of the business but it attracts more potential customers.

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1.0 GO-ECOMMERCE REGISTRATION (PRINT SCREEN)

The screenshot shows the 'Go-eCommerce BETA' mobile application interface. At the top, there is a navigation bar with icons for Home, My Profile, My Business, My Learning, My Notifications, and More. Below the navigation bar, a yellow banner prompts the user to update their sales. The main content area is titled 'BUSINESS PROFILE' and displays the following information:

PERSONAL PROFILE	BUSINESS PROFILE																																																	
 HANIFA BINTI EZZAUDDIN HUSSEIN	<table><tr><td>Company Name</td><td>:</td><td>gulales</td><td>Company Registration No.</td><td>:</td><td></td><td>Edit</td></tr><tr><td>Type Of Business</td><td>:</td><td>Sdn. Bhd</td><td>Business Role</td><td>:</td><td>Product Owner</td><td></td></tr><tr><td>Facebook Page</td><td>:</td><td>gulales.food</td><td>Business Category/Business Sub-Category</td><td>:</td><td>Food & Beverages / Food & Beverages</td><td></td></tr><tr><td>Wechat for Business</td><td>:</td><td></td><td>Business Instagram Page</td><td>:</td><td>instagram.com/gulales</td><td></td></tr><tr><td>Marketplace</td><td>:</td><td>Others</td><td>Business Website</td><td>:</td><td></td><td></td></tr><tr><td>Business Related to</td><td>:</td><td></td><td>Type Of Website</td><td>:</td><td></td><td></td></tr><tr><td>Your Study Field</td><td>:</td><td></td><td>Experience in International Export</td><td>:</td><td></td><td></td></tr></table>	Company Name	:	gulales	Company Registration No.	:		Edit	Type Of Business	:	Sdn. Bhd	Business Role	:	Product Owner		Facebook Page	:	gulales.food	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages		Wechat for Business	:		Business Instagram Page	:	instagram.com/gulales		Marketplace	:	Others	Business Website	:			Business Related to	:		Type Of Website	:			Your Study Field	:		Experience in International Export	:		
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