



اَوْنِيُوْ سِيْتِي تِيْكَوْ لُوْ كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BA232: BACHELOR IN OFFICE SYSTEMS MANAGEMENT
ENT530: PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO:
"Slurppy Serda"



Prepared by:

Laila Sofea Nasir binti Ahmad Zamani

2020968433

Group:

BA232 3D

Prepared for:

Dr. Syukrina Alini Mat Ali

Date Submission:

30 December 2020

ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ

Praise to Allah for the strength given, finally I have done my Social Media Portfolio which my Facebook page name is Slurppy Serda. I would like to take this opportunity to thank for everyone that who gave help and support. Without guidelines from them, my individual project report will be not successfully complete.

First of all, we would like to thank to Dr. Syukrina Alini Mat Ali as our lecturer of ENT530: Principles of Entrepreneurship for her encouragement, commitment, advice and guidelines were invaluable during we accomplish this project.

Last but not least, I also want to thank to our colleagues for their help and ideas in completing this report. Thank you so much and I hope that Dr. Syukrina is satisfied and giving full consideration in marking this report.

Thank you.

Laila Sofea Nasir Binti Ahmad Zamani (2020968433)

EXECUTIVE SUMMARY

Slurppy Serda is my name that I choose to open my Facebook page. My main objective is to promote my Thailand instant noodles to my customers with good taste but good price.


My business opened on 23 October 2020 where it started as teasers and was promoted with hard sell followed by soft sell as well. All customers do left good feedback and comment after saw my posts. Moreover, they do likes my facebook pages which it exceeds 91 pages as the requirement in rubric which make me proud to further this page. Furthermore, I also do frequently posting where I communicated and interacted with my customers and share about my days and positive sharing about daily routine.

Therefore, I proudly choose Thailand instant noodles where it came with four flavors for this Social Media Portfolio. As it satisfies all people tastes, hence the price is cheap but so delicious not forgetting also the easy cooking method only takes two minutes where it has captivated many hearts to promote this Slurppy Serda and has received support from everyone successfully.

TABLE OF CONTENT


NO.	TITLES	PAGE
1.	Acknowledgement	3
2.	Executive summary	4
3.	Go-Ecommerce registration	6
4.	Introduction of business	7 - 12
	<ul style="list-style-type: none">• Name and address of business• Organizational chart• Mission / vision• Descriptions of products / services• Price list	
5.	Facebook (FB)	13 - 31
	<ul style="list-style-type: none">• Creating Facebook (FB) page• Customing URL Facebook (FB) page• Facebook (FB) post – Teaser• Facebook (FB) post – Copywriting (Hard sell)• Facebook (FB) post – Copywriting (Soft sell)• Frequency of posting	
6.	Conclusion	32

1.0 GO-ECOMMERCE REGISTRATION



Laila Sofea Nasir binti Ahmad Zamani

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE



Laila Sofea Nasir binti Ahmad Zamani


Personal Information

Name	: Laila Sofea Nasir binti Ahmad Zamani	Phone/Mobile	: 0196335713	Edit
New Identity Card No.	: 991008055228	Home Address	: No. 31, Jalan BM5/15, Seksyen 5, Bandar Bukit Mahkota	
Email Address	: lailasfea@gmail.com	District	: Hulu Langat	
City	: Kajang	Postcode	: 43000	
State	: Selangor	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Institution Information

UTM Puncak Alam - EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	: UTM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam	
District of Institution	: Kuala Selangor	Postcode	: 42300	
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020	Class Name	: BA2323D	
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 10	Lecturer Name	: Syukrina Alini Binti Mat Ali	
Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To Complete Study	: 2021	Expected Month To Complete Study	: 1	
Related To Study Field	: Yes			



Laila Sofea Nasir binti Ahmad Zamani

BUSINESS PROFILE

Company Name	: Slurppy Serda	Company Registration No.	:	Edit
Type Of Business	: Sdn. Bhd	Business Role	: Stockist/ Wholesaler	
Facebook Page	: Slurppy Serda	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	:	Business Website	:	
Business Related to Your Study Field	:	Type Of Website	:	
		Experience in International Export	:	

6