



اُونِيُوَرْسِيْتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS) BA232**

SOCIAL MEDIA PORTFOLIO

FACEBOOK PAGE: BERGEDIL BITES

PRINCIPLES OF ENTREPRENEURSHIP / ENT530

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BA232 3D

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ACKNOWLEDGEMENT

Assalamualaikum w.b.t

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Lastly, I have taken efforts in this social media portfolio. However, it would not have been possible without the kind support and help of from this special person. I really appreciated because willingly helped me out by your capabilities. I would like to extend my sincere thanks again to all of you. Thanks to all those who have directly and indirectly guided me in finishing my social media portfolio too. Not to forget, I hope that my difficulties that I faced become successful that I planned.

EXECUTIVE SUMMARY

Bergedil Bites Facebook page controlled by me who is Alia Adila has sold Popia Bergedil serves a Popia Bergedil with ingredients such as potatoes with Ramly meat and potatoes with sausages. It is different with Tauhu Bergedil because Popia Bergedil using popiah skin that crunchier than the tofu. Bergedil Bites has 228 followers and 255 likes.

There are 8 teasers on this Bergedil Bites Facebook which are separated into two categories. Firstly, is the start of the Popia Bergedil to be launched. It introduced products that will be sold later in the Facebook page. Secondly, it is about 50% off Christmas discount that will launched on 25 December 2020.

Next, for hard sells, there are 16 posts about Popia Bergedil. It contains the price of Popia Bergedil as well as details such as contact number and address to make it easier for customers who want to buy it. There are also 16 posts for soft sells that contains benefit and tips for all the ingredients that used to make Popia Bergedil. Lastly, there are 22 frequency postings that which is a random posting that are not related with Popia Bergedil.


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1. GO-ECOMMERCE REGISTRATION

PERSONAL PROFILE

BUSINESS PROFILE



NOR ALIA ADILA BINTI CHE MUSA

Personal Information

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State	: Pahang	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need	: No	
Marital Status	: Single	Required	:	

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Level of Study	: Bachelor Degree	Study Status	: Full time	
Course Name	: EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020	Class Name	: BA2323D	Edit Delete
		Year Enrolling the subject	: 2020	
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Lecturer Name	: Syukrina Alini Binti Mat Ali	
		Year Of Internship Enrollment	:	
Month Enrolling the	: 10	Period of Internship Training	:	

Subject	:	Expected Month To Complete Study	: 1
Internship Enrollment	: No		
Month of Internship Enrollment	:		
Expected Year To Complete Study	: 2021		
Related To Study Field	: Yes		

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