



SOCIAL MEDIA PORTFOLIO

TFN BROWNIE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

**FACULTY & PROGRAMME : UNIVERSITI TEKNOLOGI MARA FACULTY OF
BUSINESS AND MANAGEMENT BACHELOR
OF EVENT MANAGEMENT (Hons.) BA236**

SEMESTER : 2

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

First and foremost, I am very thankful to Allah the Almighty and His messenger, Prophet Muhammad SAW. It is because of his blessing; it is possible for me to finish this assignment right on time. I finally managed to finish up this case study with great, enthusiasm and determination. All the time I spend for this assignment were worth my effort and time, Insha'Allah. Thank Allah for giving me the strength to accomplish this assignment and helped me in the completion of this assignment. Then, holy prophet who is forever a source of guidance and knowledge for all humanity.

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The purpose of this portfolio is to promote and market about my small business called TFN Brownie. I hope this report is complete and will be receive. I have put a lot of my effort and acknowledgement. Hoped my effort was worth it.

EXECUTIVE SUMMARY

TFN was established in 2016. The mission for TFN is to be a manufacturer that is always concerned about the quality of product and always produce an innovative product. TFN is selling crunchy brownies with 3 different flavours which is Chocolate Chip, Walnut and Mint. The packaging for TFN Brownie is zip-lock packaging which it is very user-friendly due to its secure locking top, which provides an excellent way to keep out foreign substances that may damage or compromise the brownie. This will give highest satisfaction towards the customer.

In this social media portfolio, reader will be further exposed about the business activities like how to run the business and promote the business on Facebook page which is TFN Brownies Penang. On the Facebook page, it will be posted about business purposes such as teaser, hard sell, and soft sell which is to attract more customer. It also to attract the old customer so that they will repeating to buy the product which can sustain profitability. Every business should have their own vision, mission, and goals in order to gain more profit and become successful. This product also registered in go-ecommerce system to get access to online module by MDEC. This will help the business grow and well-known.

TFN Brownies marketing strategy is to improve the quality of the products and to lower the prices to attract more customers. We offer a lower price because this strategy will make everyone are able to buy the product. On certain day, we also do special price for our customer to buy with special price. Therefore, through social media we can keep in touch with the customer where, the relationship with customers can be maintained and increase our profitability as well.

Lastly, the management of TFN Brownie consists of suppliers, stockists, agents and dropships. Supplier plays the main role where all stocks of brownies will be supplied to agents. On top of that, dropships are registered under agents where their roles are only to promote products & gained profit from it. Usually, they will create Facebook pages in order to publish their businesses. This is because all businesses should have their own social media. Social media act as a platform to promote, share all feedbacks & attract more potential customers.

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1.0 GO-ECOMMERCE REGISTRATION

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Nurul Hanna Binti Che Rusli

Personal Information Edit

Name	: Nurul Hanna Binti Che Rusli	Phone/Mobile	: 01137180718	Edit
New Identity Card No.	: 990401076408	Home Address	: Block A6-1-14, Jalan Tuna Seberang Jaya	
Email Address	: hannarusli99@gmail.com	District	: Perai	
City	: Seberang Jaya	Postcode	: 13700	
State	: Pulau Pinang	Personal Instagram	: null	
Personal Facebook	: facebook.com/fnbrowniespenang/	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

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Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
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		Postcode	: 42300
District of Institution	: Kuala Selangor	Study Status	: Full time Edit Delete
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