



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS MANAGEMENT

BACHELOR IN OFFICE SYSTEM (BA232)

**Course:**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**Assignment:**

SOCIAL MEDIA PORTFOLIO

**Prepared by:**

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**Date Submission:**

30 DECEMBER 2020

## **ACKNOWLEDGEMENT**

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I am very grateful to SGI Barokah Enterprise for willing to give me sell and promote their business. In addition, thank you also for being willing to help and guide me about the business and also for their support in completing this report.

Finally, thanks and gratitude to my friends and classmates for providing information and shared knowledge about this report and the individuals who contributed directly or indirectly to the successful completion of my portfolio report.

## **EXECUTIVE SUMMARY**

Yummy, sweet, crunchy, once felt definitely delirious is a trademark for our Sambal Goreng Ibu. The main objective that is to achieve for the business is to offer various of customers from all states and provide quality services to ensure customer satisfaction is accomplished. We also want to offer customers with affordable price and serve a rich taste of Javanese tradition. We also want to provide customers with the best service and provide prices that match the quality of the product itself. In addition, we also provide discounts that will make customers happy during the festival and more.

Our businesses were started early October this year. Based on our customers feedback, our product gave a fantastic taste because of the sweet, crunchy and delicious spicy taste of Sambal Goreng Ibu make our customer remembered the taste. This product is also liked and very suitable for all ages to taste. Hence, this product is the best food if there is no other side dish, it can be eaten with nasi lemak, fried noodles and other traditional or western foods. It is also very tasty products that cater to Asian tastes. It can also be stored for a long time because the way it is made and the quality of the ingredients used are very high quality and premium. For example, anchovies are supplied from Sabah Muslim entrepreneurs and the tempeh used has halal Jakim.

Since early of its opening, Sambal Goreng Ibu were sold more than 100 bottles to our customers from all state at our Facebook page. Therefore, as the business continues to grow, Sambal Goreng Ibu is a good marketable product of choice that can be extended further to many different areas and states across Malaysia.

Nowadays, everyone uses technology to get what they want. So, it is very easy for customers who are at home as well as wherever they are to buy Sambal Goreng Ibu with online order only. With this platform, we can approach and connect with customers more easily and quickly. From there they can get various customers from all states without walk-in in the store while product delivery will be done every day so that customers will get their purchase quickly.

## TABLE OF CONTENTS

No.	Content
1	Go-Ecommerce registration
2	Introduction of business <ul style="list-style-type: none"><li>• Name and address of business</li><li>• Organizational chart</li><li>• Mission and vision</li><li>• Descriptions of products</li><li>• Price list</li></ul>
3	Creating Facebook Page <ul style="list-style-type: none"><li>• Custom URL Facebook page</li></ul>
4	Facebook post – Teaser
5	Facebook post – Copywriting (Hard sell)
6	Facebook post – Copywriting (Soft sell)
7	Frequency of posting
8	Conclusion

# Go-Ecommerce registration

The screenshot shows the 'Go-eCommerce' profile page. The user is logged in as Nurul Athirah Binti Abdul Hamid. The page is divided into two main sections: 'Personal Information' and 'Institution Information'. The 'Personal Information' section includes fields for Name, Phone/Mobile, Home Address, Email Address, City, State, Personal Facebook, Gender, and Marital Status. The 'Institution Information' section includes fields for Type of Institution, State of Institution, Address of Institution, Institution List, Name of Institution, City, and Postcode. There are 'Edit' and 'Add New' buttons for each section.

Personal Information			
Name	Nurul Athirah Binti Abdul Hamid	Phone/Mobile	0176023253
New Identity Card No.	980518106878	Home Address	9, Jalan Solok Gambus 13B
Email Address	athirahamid18@gmail.com	District	Taman Desawan
City	Klang	Postcode	41200
State	Selangor	Personal Instagram	null
Personal Facebook		Race	Malay
Gender	Female	Special Need Required	No
Marital Status	Single		

  

Institution Information			
UiTM 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	UiTM Puncak Alam
Address of Institution	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300	City	Puncak Alam
		Postcode	42300

This screenshot shows a detailed view of the 'Institution Information' section. It includes fields for Type of Institution, State of Institution, Address of Institution, District of Institution, Level of Study, Course Name, Subject Name, Month Enrolling the Subject, Institution List, Name of Institution, City, Postcode, Study Status, Class Name, Year Enrolling the subject, Lecturer Name, Year Of Internship Enrollment, Period of Internship Training, and Expected Month To. There are 'Edit' and 'Delete' buttons for this section.

Institution Information			
UiTM 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	UiTM Puncak Alam
Address of Institution	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	Puncak Alam
		Postcode	42300
District of Institution	Kuala Selangor	Study Status	Full time
Level of Study	Bachelor Degree	Class Name	BA2323D
Course Name	EN 530-PRINCIPLE OF ENTREPRENEURSH IP-BA2323D OKT 2020	Year Enrolling the subject	2020
Subject Name	PRINCIPLE OF ENTREPRENEURSH IP	Lecturer Name	Syukrina Alini Binti Mat Ali
Month Enrolling the Subject	10	Year Of Internship Enrollment	
		Period of Internship Training	
		Expected Month To	2