



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE
(BA242/4D)

ENT 530

PRINCIPLES OF ENTREPRENEURSHIPS

“SOCIAL MEDIA PORTFOLIO”

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EXECUTIVE SUMMARY

This social media portfolio report is been written in order to outline and analysing the right technique of selling and promote the products through postings on social media platform such as the Facebook. This include creating Facebook page, customs URL Facebook page, registration of Go-Ecommerce, briefing the details about the business, and posting on Facebook teaser of hard sell, soft sell, teaser and lastly the frequency of posting. The details about the business of Sunday Sundae ice creams such as their business vision or mission plays a role because it gives a clear goal of what the business want to achieve. Based on the details of the business also, we can identify the effective way on how to promote the products using Unique Selling Proposition (USP). The Unique Selling Proposition helps a lot because it emphasized us on how to position our products using best marketing strategy and influences branding, copywriting, and other marketing decisions. Unique Selling proposition also helps to provide access that will make the customers know about the product brands.

By referring to the business's mission of Sunday Sundae Ice Cream is to serve customers with the best ice creams. To ensure that only the best ice creams will receive by customers, the business had first identified the factors that give effects towards the customer preferences of that ice creams. The business had discovered the right palate to serve the customers by producing varieties of deliciously and adventurous ice cream flavours that comes with combination of tempting colours and also made from natural and unique ingredients. The price of the products also reasonable, and even some are high is because of the high-quality ingredients of the products.

The reasonable price of products offered can benefit the business because most of customers may seek lower price products that suits their budgets, while other customers may view the high price offered as an indication of quality preferences. When more customers are attracted buying the product that is reasonable and high quality than the other competitors, hence it can also be a factor that can increase the brand desirability's of the products and increase the business sales. Some of the business improvements that may maximize their brand popularity's on social media platforms is by introducing new products branding and feature diversifications of the products in order gain customer demands. Next, the business may create intensifying promotional efforts to fight off competition. When more customers are encouraged to choose and buy our products through promotional efforts, hence it can also maximize and retain our targeting potential customers.

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1.0 GO - ECOMMERCE REGISTRATION

Go-eCommerce BETA

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PERSONAL PROFILE BUSINESS PROFILE



Wan Nuratiqa Farhah binti Wan Zulkifli

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Personal Facebook	: farha naf	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

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Wan Nuratiqa Farhah binti Wan Zulkifli

Company Name	: Sunday Sundae	Company Registration No.	:	Edit
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
Facebook Page	: https://web.facebook.com/SundaySundae.co/	Business Category/Business Sub-Category	: Food & Beverages /	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	:	Business Website	:	
Business Related to Your Study Field	:	Type Of Website	:	
		Experience in International Export	: No	