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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

ENT530

PRINCIPLES OF ENTREPRENEURSHIP



Social Media Portfolio : Mr.Kiwi Alor Setar

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GROUP : AC220B4F

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EXECUTIVE SUMMARY

The nature of the business of Mr. Kiwi Alor Setar is food and beverages. Mr. Kiwi Alor Setar is a new online business that mainly operates on a Facebook platform that is used to communicate and sell the products to the customers.

The main objective of this company is to sell high-quality frozen marinated products around Alor Setar. The taste of these products is very different from other companies as the recipes originated from different places such as Cappadocia, New Zealand, Texas, Australia, and Thailand.

The commencement of this business was on 28th October 2020. Mr. Kiwi Alor Setar's target market is people who are from middle-class income who enjoy these products. These products are more suitable for meat lovers as they will know how to differentiate a high and low-quality products.

TABLE OF CONTENTS

Particulars	Page
Acknowledgement	
Executive Summary	
1.0 Go-Ecommerce Registration	1 - 2
2.0 Introduction of Business	
2.1 Name and Address of Business	3-4
2.2 Organizational Chart	5
2.3 Mission and Vision	5
2.4 Descriptions of Products and Services	6
2.5 Price List	7-8
3.0 Facebook (FB)	
3.1 Creating Facebook (FB) page	9
3.2 Customing URL Facebook (FB) page	10
3.3 Facebook (FB) post – Teaser	10 - 14
3.4 Facebook (FB) post – Copywriting (Hard Sell)	15 - 23
3.5 Facebook (FB) post – Copywriting (Soft Sell)	24 -33
4.0 Conclusion	34



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