



SOCIAL MEDIA

TITLE:

HAZIQAH'S BAKERY

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY AND PROGRAMME : FACULTY OF HOTEL AND TOURISM

MANAGEMENT

SEMESTER : 3

NAME : NURUL AIN HAZIQAH BT MOHAMAD SYAHMI

GROUP : HM2413B

LECTURER : NORFAZLINA GHAZALI

ACKNOWLEDGEMENT

First and foremost, praises and thank you to Allah the Almighty, for his blessings throughout the process of me successfully completing the given assignment regarding social media and entrepreneur. Second, I would like to express my gratitude towards Madam Norfazlina Ghazali as my lecturer of Principles of Entrepreneurship (ENT530) for giving me a constant guidelines and guidance throughout the process of me completing this assignment.

In addition, I would also like to send my gratitude and a massive thank you to my family and my classmates during the time of me completing this assignment as it was a tough time at this moment due to the pandemic that hit and affect the whole world for some time now. They give me an endless support and advice to help me get through this process of me completing this assignment.

EXECUTIVE SUMMARY

Haziqah's Bakery offer to its customer a handmade custard and pastry which are within the affordable price in order to caught the customer's attention. Not to mention, Haziqah's Bakery are also constantly making a sale or a special deal to letting the customer know regarding the new product by Haziqah's Bakery

Haziqah's Bakery specifically targeted those people who are a pastry, a custard, a milk, and also a cheese lover. The bakery is also offered a cash on delivery (COD) service for those who lives within Gombak area and are unable to paid via online payment. From times to times, Haziqah's Bakery also shared a post regarding any information that circulating the products that are being released by Haziqah's Bakery itself.

Facebook page is the platform that Haziqah's Bakery choose to engage with the potential customer from introduce the products, promoting, and selling the products. The pages are being regularly updated in order to make the customer know about the existence of the products which are the Baked Milk and Baked Milk Cheese.

TABLE OF CONTENT

ACKNOWLEDGEMENT

EXECUTIVE SUMMARY

TABLE OF CONTENT

	PAGE
1.0 Go-Ecommerce Registration (print screen)	1
2.0 Introduction of Business	2
2.1 Name and address of business	2
2.2 Organizational chart	4
2.3 Mission / vision	4
2.4 Description of products / services	5
2.5 Price List	6
3.0 Facebook.....	7
3.1 Creating Facebook (FB) page	7
3.2 Customing URL Facebook (FB) page	8
3.3 Facebook (FB) post – Teaser	9
3.4 Facebook (FB) post - Copywriting (Hard sell)	12
3.5 Facebook (FB) post – Copywriting (Soft sell)	28
4.0 Conclusion	45

2.0 Introduction of Business

2.1 Name and address of business



The name of Haziqah's Bakery was referring to the name of the founder which is Nurul Ain Haziqah Bt Mohamad Syahmi. It is to describe that the bakery is belong to the founder. Thus, lead to the creation of Haziqah's Bakery name. The logo of flour was used in referring to the ingredient that is a must have in almost every pastry and custard. The choosing of the blue colour decision was made as the blue colour can bring a peace into the eyes of the people that were looking at it. Therefore, the combination of all of it brings the meaning that Haziqah's Bakery will made a pastry and custard that can bring peace into your mind.