



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF TOURISM AND HOTEL MANAGEMENT

DEGREE IN TOURISM MANAGEMENT

SOCIAL MEDIA PORTFOLIO (FACEBOOK PAGE)



TORNADO CHEESE CAKE

Prepared by:

LOKMAN HAKIM BIN MAZLAN

2020865502

HM241 3B

Prepared for:

MADAM NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

Assalamualaikum and alhamdulillah, in the name of Allah, the Most Gracious and the Most Merciful. All praised to the Prophet Muhammad SAW. Thank you to Allah SWT for granting us the good health for us to completing our task and report about the Social Media Portfolio. Praise Allah for granting us the strength to accomplish the task given for the subject which is the Principle of Entrepreneurship (ENT530).

Before starting, I am very grateful and thankful to our Madam Norfazlina binti Ghazali as the lecturer for this semester and subject for Principle of Entrepreneurship (ENT530) also as for the teaching and guiding throughout the whole semester. Madam really are helping her students so that they understand and able to proceed with the subject smoothly and effectively. Not to mention, thank you too to fellow classmates that are giving their support and knowledge for me in completing the task given.

Lastly, I would like to thank my parents for the understanding and giving me the time and space needed for me to complete the task given and thank you too to everyone who are directly or indirectly involves for me in completing the task which is the Social Media Portfolio.

Thank you very much.

EXECUTIVE SUMMARY

Tornado Cheese Cake is an online business about dessert that focus more to chocolate cheese cake. The Tornado Cheese Cakes has only one recipe and offering which is the chocolate cheese cake because the business is focusing on directly to people who love chocolate cheese cakes so that they know where to find and get it easier. Focusing on one particular product is easier and makes the product produced to be better in quality and quantity and so that the consumer get to enjoy it with cheerful and ease. Chocolate has been studied as a stress reliever and gives joy to it consumer and cheese can benefits the heart due to it rich in calcium, protein and vitamins also because of it delicious taste. This online business offers and affordable price for the only two size product which is RM15 for the small size and RM20 for the bigger size so that people from various income can afford to buy and consume the tornado cheese cakes.

Tornado Cheese Cake main marketing strategy is providing and producing the best taste and quality of the product and services and not only that also for the price to be affordable so that customer could enjoy the product more. By having a good quality of a product, consumer will surely seek for the product and spread the words of the particular product is good in quality and taste will increase the sales of the business and by having a great customer service, it can benefit the business by having a good relationship and bond that can give the business customer loyalty which is a great benefit and at the same time it will generate more profits to the business. The Tornado Cheese Cakes online business is manage individually by me, Lokman Hakim bin Mazlan. I created this Facebook Page is to get involve in Food and beverage industry business and to generate profit and due to covid19 pandemic it is a great way to generate income due to people aren't able to go freely finding desserts.

To get my product known, Promoting and making an offer is a must so that people know about my Tornado Cheese Cake product and getting the likes and follower so that people are convinced to buy and consume my product with more trust and at the same time to gain profit. Even though it is quite challenging for me to consistently promote on the Facebook Page but I do my best to fulfill it.

TABLE OF CONTENTS

Cover page	i
Acknowledgement	ii
Executive Summary	iii
Table of Contents	iv
1.0 Go-Ecommerce Registration & eUsahawan Certificate	1
2.0 Introduction of Business	3
• Name and address of business	
• Organization chart	
• Mission & Vision	
• Descriptions of products & services	
• Price list	
3.0 Facebook Page	
• Creating Facebook Page	5
• Customing URL Facebook Page	6
• Facebook Post – Teaser	7
• Facebook Post – Copywriting (Hard Sell)	11
• Facebook Post – Copywriting (Soft Sell)	21
4.0 Conclusion	31

2.0 Introduction Of Business

- **Name Of Business**

The sole proprietorship business name is Tornado Cheese Cake, this is to give awareness and tell customer about the product I am offering thus to attract customer who has the interest in consuming a tornado cheese cakes and at the same time highlighting one and only main product at best quality of taste.

- **Address Of Business**

The address of the business is at **24 JALAN AU3/29 TAMAN SRI ANDALAS AMPANG HULU KELANG 54200 KUALA LUMPUR SELANGOR.**

- **Organizational Chart**



OWNER

LOKMAN HAKIM BIN MAZLAN

