



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# SOCIAL MEDIA REPORT

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA REPORT**

**FACULTY & PROGRAMME : FACULTY BUSINESS AND MANAGEMENT**  
**SEMESTER : 4**  
**PROJECT TITLE : SOCIAL MEDIA REPORT**  
**NAME : NAS ATIRA SALWANA BINTI NABIL**  
**ID NO : 2019334073**  
**CLASS : BA 242 4B**  
**LECTURER : PN. NORLIZA BINTI SAIFUL BAHRY**

## **ACKNOWLEDGEMENT**

Alhamdulillah, firstly, I would like to thank Allah SWT for giving me a good health condition to complete the report as there are many challenges during the Open and Distance Learning (ODL) because everything must be done in virtual. May the Almighty shower all of us with success in life.

I also want to thank our Principles of Entrepreneurship's lecturer, Madam Norliza Binti Saiful Bahry because without her guide, I cannot be done properly like this. She always gave me supports and guides throughout this assignment on how to do our assignment in purpose to produce a good outcome from my business on Facebook page

On the other hand, I would like to thank my parents as they always support me mentally and financially. Without them I cannot finish this assignment on time.

Lastly, I would like to thank classmates because everyone was willingly to help each other throughout this assignment. Gladly we have very supportive and responsible classmates as we always have each other back.

# **EXECUTIVE SUMMARY**

## **The company and management**

The Nas Empire is located at Jenderam Hulu, Sepang, Selangor. The company is owned by me and my other siblings. Our parents have a mushroom farm, Nas Agro Farm. They produce a variety of mushroom, one of them is grey oyster mushroom. The Nas Empire are responsible to create a unique and innovative of mushroom product. Due to the pandemic, Nas Agro Farm have a lot of surplus grey oyster mushroom because our customer such as restaurant, night market seller cannot open their business. To avoid wasted of mushroom, The Nas Empire come out with new product which is “pekasam cendawan”. Our company is still new company that want to gain experience in business as much as we can.

## **Our supplier**

To make sure that we have quality and enough ingredients, we are involved with these few suppliers. We involve with many suppliers, such as:

- Nas Agro Farm
- Kedai Plastik Nilai
- Seroja Supermarket

## **Our Customer Segments**

Our product is suitable for everyone including kids, teenagers and adult who love mushroom product. We target a young people to taste our pekasam and know about pekasam. We also targeting worldwide customer, so that pekasam will be popular around the world.

## TABLE OF CONTENT

<b>ACKNOWLEDGEMENT</b> .....	2
<b>EXECUTIVE SUMMARY</b> .....	3
<b>GO-ECOMMERCE REGISTRATION</b> .....	5
<b>INTRODUCTION OF BUSINESS</b> .....	7
<b>NAME AND BUSINESS ADDRESS</b> .....	7
<b>BUSINESS LOCATION</b> .....	7
<b>ORGNIZATION CHART</b> .....	8
<b>MISSION</b> .....	8
<b>VISION</b> .....	8
<b>DESCRIPTION OF PRODUCT</b> .....	9
<b>PRICE LIST</b> .....	9
<b>FACEBOOK PAGE</b> .....	10
<b>FACEBOOK PROFILE PAGE</b> .....	10
<b>FACEBOOK URL</b> .....	11
<b>FACEBOOK PAGE TEASER</b> .....	12
<b>FACEBOOK PAGE COPYWRITING</b> .....	14
<b>COPYWRITING HARD SELL</b> .....	14
<b>SOFT SELL COPYWRITING</b> .....	18
<b>CONCLUSION</b> .....	22
<b>VISUAL AND GRAPHICS</b> .....	23

# INTRODUCTION OF BUSINESS



## NAME AND BUSINESS ADDRESS

The Nas Empire is a company that responsible to produce the product from mushroom based. Nas Agro Farm will produce the variety type of mushroom for The Nas Empire to produce the unique mushroom product. Our first and signature product is “Pekasam Cendawan”. We select the best product out of the best to be on my final assignment project for ENT 530. We choose “Pekasam Cendawan” to be my major product.

## BUSINESS LOCATION

### Our business address located at:

The Nas Empire,

Lot 6300, Jalan Ahmad Khushasi,

Batu 29 Jenderam Hulu,

43900 Sepang, Selangor.

*Waze: Nas Agro Farm*