



SOCIAL MEDIA PORTFOLIO

(ENT530) Principles of Entrepreneurship

FACULTY & PROGRAMME: (BUSINESS ADMINISTRATION: MARKETING)

SEMESTER: 4

NAME: MUHAMMAD NAJMI BIN JOHARI

STUDENT ID NO: 2019602448

CLASS/GROUP: BA2404B

LECTURER: NORLIZA SAIFUL BAHRY

Acknowledgement

Alhamdulillah, first of all I would like to thank Allah as I finally able to finish the report that have been assigned to me. It was such an interesting assignment that was given to me by my lecturer.

First and foremost, I would like to express my sincere gratitude to my lecture on PRINCIPLES OF ENTREPRENEURSHIP (ENT530) NORLIZA SAIFUL BAHRY for the continuous support of my assignment Social Media Portfolio, for her patience, motivation and valuable knowledge. Her guidance helped me in all the time of research and writing this study case. I could not have imaged having a better lecture and mentor for this study. Besides my lecture, I would thank the rest towards my Uncle Mohamad Sabri bin Tasim who in business sector to share me some of information that unconfidential that can be used to complete my assignment on opening business online through Facebook Page.

Furthermore, I thank to my fellow UiTM Puncak Alam classmates (BA2404B) for stimulating discussion and for the effort given on working together before deadlines and for all the fun we have had during this online classes. Also I would thank to my online friends in Discord for helping me search a good word for my assignment. In particular, grateful to my classmate Nur Tasnim Binti Sharif for enlightening me the first glance of research.

Last but not least, special thanks to my family that always support me from the start until the end. I appreciate their contribution in kind of moral support and also helped me in completing this assignment. Moreover, their help in providing me some idea towards Principle of Entrepreneurship during the time I were finishing this assignment is highly appreciated.

Executive Summary

DelictaeBrowniesByQish startup business established in Kuala Kangsar, Perak as origin and now its spread open to few places in Selangor and Kuala Lumpur. Everything start with homemade for family and friends, production gets bigger with support from custom customers who love our brownies. Our vision is to make DBBQ as one of the top delicious brownies in town. Start from beginning of premium ingredient DBBQ is a fresh baked brownies can last long more than a week in room temperature. It would definitely a good choice for those who love fudgy texture of brownies and it is one of our specialties coming with few selection of topping. Our mission is to make brownies as healthy taste of sugar that people won't denied. As part of that, DBBQ mission the best brownies is the one with crusty and fudge combination texture and we believe our brownies suit locals taste bud. Imagine the bestselling marshmallow topping sold more than 20 box in a week, this is the proof how great DBBQ is and perhaps you should order too. Grab them now with pre-order with us and enjoy with affordable price as low as RM15.

Table of Contents

	Page
Title Page	i
Acknowledgement	ii
Executive Summary	iii
Body of Report	
<i>i. Go-Ecommerce registration</i>	<i>1</i>
<i>ii. Introduction of business</i>	<i>1-2</i>
<i>iii. Facebook (FB)</i>	
• <i>Creating Facebook (FB) page</i>	<i>2-3</i>
• <i>Customing URL Facebook (FB) page</i>	<i>3</i>
• <i>Facebook (FB) post – Teaser</i>	<i>3-6</i>
• <i>Facebook (FB) post – Copywriting (Hard sell)</i>	<i>7-14</i>
• <i>Facebook (FB) post – Copywriting (Soft sell)</i>	<i>15-22</i>
Conclusion	23

- Descriptions of products (BROWNIES)

Classic (Sweet Cadburry + Almond)

Caramel Budgy (Salted Caramel + Pecan)

Nutella (Classic + Extra Nutella)

Rocky Road Marshmallow (Classic + Marshmallow)

- Price List

1. SMALL BOX - RM15

2. MEDIUM BOX - RM25

3. BIG BOX - RM40

4. EXTRA LARGE BOX - RM60

iii. Facebook (FB)

- Creating Facebook (FB) page

