



اَوْنَبُوْرَسِيْتِيْ تِيَكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT530: PRINCIPLE OF ENTREPRENEURSHIP

Social Media Portfolio

NAME

MOHD ZAIREL EFHAM BIN ABD WAHAB

ID NUMBER

2019814016

GROUP

BA240 4B

PREPARED FOR

MADAM NORLIZA BINTI SAIFUL BAHRY

SUBMISSION DATE

31/1/2021

ACKNOWLEDGEMENT

Alhamdulillah, I most grateful to Allah S.W.T for the completion for this Social Media Portfolio as one the requirements that needed to be accomplish in the course work assessment for the subject ENT530.

I would like the dedicate this special thanks to my friends in supporting me to complete this portfolio. Also, they were always support me to complete this portfolio by helping promote my business product to customers. This portfolio has been prepared with the cooperation and support from many people. Besides, I would like to give big appreciation to my lecturer, Madam Norliza Binti Saiful Bahry for providing so many information in completing the social media portfolio, her kindness encouraging me for me to complete this assessment is beyond my expectation.

Through this assessment, I managed to become more organize and mature in dealing with any problems that occur in my business. This portfolio covers social media business using Facebook, creating teaser, soft sell, and hard sell to attract more customers about my business.

Lastly, to those who are involving and contributing directly and indirectly to this case study, I am very glad to them for the effort and initiative that they have shown on my project until I am successfully to complete my social media portfolio as an assessment. Thank you.

EXECUTIVE SUMMARY

Cookielez is a company which sells cookies of different kinds. Cookies sold by Cookielez are appropriate to be eaten or consumed by any generation. It's an organization that runs by myself and the production of the cookies were produced by my sister herself. Cookies are particularly crunchy and tasty because of the usage of high-quality ingredients and materials that has been used to produce cookies. The price of cookies can also be purchased for both. It can be a worthy award and the standard of cookies everyone can try.

Cookielez started a business at Shah Alam in 2020. However, the business growth when after I decided to sell it during Movement Control order (MCO). The business planned target to all people that loves and want to find the delicious cookies during the MCO. I also sell this business on Puncak Alam as I study in UiTM Puncak Alam. We have a service to deliver item in Klang Valley, KL, and Puncak Alam area. There will be charge deliveries but there will be no charge delivery for student that study in UiTM Puncak Alam.

I also have created a Facebook account to expand my business to a higher level. By using Facebook to expand my business, I have learnt so many things about on how to promote and market my business using the teaser, soft sell, and hard sell that I made to attract people. I also have gain in terms of profit when I sell it using social media such as Facebook.

TABLE OF CONTENT

1.0 BUSINESS REGISTRATION (E-COMMERCE) ...	Error! Bookmark not defined.
2.0 INTRODUCTION OF BUSINESS.....	Error! Bookmark not defined.
2.1 Name and address of business	Error! Bookmark not defined.
2.2 Organizational Chart.....	Error! Bookmark not defined.
2.3 Mission & Vision	Error! Bookmark not defined.
2.4 Description of products	Error! Bookmark not defined.
2.5 Price list	Error! Bookmark not defined.
3.0 FACEBOOK (FB)	Error! Bookmark not defined.
3.1 Creating Facebook (FB) page.....	Error! Bookmark not defined.
3.2 Customising URL Facebook (FB) page	Error! Bookmark not defined.
3.3 Facebook (FB) post – Teaser	Error! Bookmark not defined.
3.4 Facebook (FB) post – Hard Sell.....	Error! Bookmark not defined.
3.5 Facebook (FB) post – Soft Sell.....	Error! Bookmark not defined.
3.6 Frequency of posting	Error! Bookmark not defined.
4.0 CONCLUSION	Error! Bookmark not defined.

2.0 INTRODUCTION OF BUSINESS



Cookielz is involved in selling variety flavours of cookies that is fully homemade. Our company offer products or cookies that comes with varieties of flavours.

This company is owned by Mohd Zairel Efham Bin Abd Wahab. This business is commenced on 20th December 2020. It is located at No 9, Jalan Platinum 7/45A, Seksyen 7, 40000, Shah Alam, Selangor Darul Ehsan.

Cookielz connects with the customer via official website, Facebook, and WhatsApp. Our target customers involve all range of people as it is a compliment product for people that loves and want to find the delicious cookies during the MCO.

We provide our own delivery system that covers up to 20 kilometres maximum range. But, during the MCO we are only allowed to move only 10 kilometres maximum range. Our customers will be charged RM1.00 per kilometre for the delivery. Meanwhile, the postage will be delivered by me myself and my other co-workers.