



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
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MARA



MONSTERWICHES

SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : **FACULTY BUSINESS AND MANAGEMENT
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Finally, I hope my assignment is complete and will be well approved. I had used all effort knowledge to search, collect, input the information and ideas as a beginner of using Facebook page. I hoped my effort, hardship and work was worth it for this report.

Thank you very much.

EXECUTIVE SUMMARY

Monsterwiches are premium sandwiches that are given a special touch in terms of the ingredients used to produce the core differently from the others. Other than that, it is available in 10 various premium fillings and the taste would be different according to their types of fillings. Monsterwiches also provide a sandwich that consists of fresh vegetables, sliced cheese, beef, eggs and other healthy-induced ingredients that will surely make you satisfied with every bite. Apart from that, it is a sandwich that can be purchased regardless of the time. This is because it can be enjoyed anytime and anywhere such as banquets, parties or even having a meeting at office or can be as a lunch box to the school and many more since it is always relevant to bring anywhere that can be eaten with friends and family. In terms of price selection is also not too expensive but affordable as it is worth it with the ingredients used which are quality and limited fillings. Finally, the taste is delicious and would be repeated once you have tried.

However, by using the Facebook Page to make awareness about our product which promoted through posts that started with a teaser and followed with a soft sell and hard sell just to announce our precious product to be noticed by the audience in the pages. Even though it is quite challenging but it turned out with a response from them which is able to provide good potential for the beginner business to grow faster and easier. Thus, the use of social media such as Facebook can have a good effect on sellers who need awareness about the products sold meanwhile it is also convenient to use by stages of ages.

TABLE OF CONTENTS

NO	TITLE	PAGE
1.	GO – ECOMMERCE REGISTRATION	5
2.	INTRODUCTION OF BUSINESS 2.1 Name and Address of Business 2.2 Organizational Chart 2.3 Mission / Vision 2.4 Description of Products / Services 2.5 Price List	6 - 10
3.	FACEBOOK (FB) 3.1 Creating Facebook (Fb) Page 3.2 Costuming URL Facebook (Fb) Page 3.3 Facebook (Fb) Post – Teaser 3.4 Facebook (Fb) Post – Copywriting (Hard Sell) 3.5 Facebook (Fb) Post – Copywriting (Soft Sell) 3.6 Graphics	11 – 33
4.	CONCLUSION	34
5.	DECLARATION FORM	35

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of business



Picture 1: Logo of Monsterwiches

Monsterwiches is business name that had decided from a product itself which is sandwich that shows a unique name that would be as attractive tool to the customer who heard and notice it. “Monster” also referred to the terrifying and “dangerous” since it is from premium sandwich’s fillings with a various delicious ingredient used. Otherwise, it also shows how dangerous it is when customer taste it because they would be hunting by our masterpiece premium collection sandwich once they have taste it. Besides, Monsterwiches provide a sandwich that consist of fresh vegetables, sliced cheese, beef, eggs and other healthy-induced ingredients that will surely make you satisfied with every bite and look no further for the best sandwich in town.