



اَوْبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

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**FACULTY OF BUSINESS AND MANAGEMENT
DEPARTMENT OF BUSINESS (ISLAMIC BANKING)**

**PRINCIPLES OF ENTREPRENEURSHIP
ENT530**

**INDIVIDUAL ASSIGNMENT:
SOCIAL MEDIA PORTFOLIO
(FACEBOOK)**



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I also would like to thank my friends who willingly helping me in completing this report, remind me on the due date and correct me if there are wrongs. For my family, special thanks because still providing me with a beautiful and comfortable shelter or other equipment, for me to able completing this assessment.

EXECUTIVE SUMMARY

This report will discuss and showed the content of the created Facebook page, for us to promote and campaign the selected product. I have chosen WHCake Cookies as my selected business to use their products to be promoted and posted in Facebook page that already created by me, with the permission from the owner itself.

This business started in 2020, yet have expend their business by having agents in those hotspot areas such as Kuala Lumpur, Perak, Selangor, and Kuantan, since they based in Bera, Pahang, and they are not able to post out their fragile products, and they are did not open any branch yet. The reason why I chose this business is because I think that they have big potential to increase their sales and expend their business in the future.

The owner is one of my acquaintance, not too relatable but she is one of my seniors in school, she has been knowing as a hardworking girl and independent. She started this business with her passion of baking, starting from sell her product to her relatives, until this stage of her business. Their business' vision to satisfy customer wants and provide them with a highest quality product all the time.

WHCake Cookies offers two main products, which is cakes and cookies. They have various types of cakes, such as salted egg cake, chocolate moist cake, and their delicious sea salt cookies. In this report, I will attach some pictures of their mouth-watering products.

TABLE OF CONTENT

ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	2
GO-ECOMMERCE REGISTRATION (PROFILE)	4
INTRODUCTION OF BUSINESS	5
NAME AND ADDRESS	5
ORGANIZATIONAL CHART	5
MISSION AND VISION	6
DESCRIPTION OF THE PRODUCTS	6
PRICE LIST	8
FACEBOOK	9
CREATING FACEBOOK (FB) PAGE	9
CUSTOMIZING URL FACEBOOK (FB) PAGE	9
FACEBOOK (FB) POST - TEASER	10
FACEBOOK (FB) POST – COPYWRITING (HARD SELL)	14
FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)	23
GRAPHICS	30
CONCLUSION	34

GO-ECOMMERCE REGISTRATION (PROFILE)

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE

Personal Information Edit

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Institution Information Add New

UITM Puncak Alam - BA249

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UITM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam
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Course Name	: BA249	Class Name	: BA2493B
Subject Name	: Principles of Entrepreneurship	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 9	Lecturer Name	: Norliza binti Saiful Bahry
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	: 9
Related To Study Field	: Yes		

eCertificates

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Hello there! My name is Abang Az and I'm here to assist you.

Here attached the profile of my e-commerce, which have been registered by all our classmates, since this is one of the requirements for this project and subject. We have registered in e-commerce since 2020, with guidance from our lecturer. E-commerce used by most of the sellers and buyers from everywhere, here is the electronic platform that ease both parties to make a process of selling and buying, without worrying about time and distance.

INTRODUCTION OF BUSINESS

NAME AND ADDRESS

The business that I have choose is WHCake Cookies, with address in Bera, Pahang. This business is founded by beautiful lady, Puan Syazwani Binti Razak, back in 2020, with her passion in baking and cooking, she started to bake a cake and sell it to her close relatives. She came out with that name, WH, W for Wani and H for Hamzreen, her husband. Since then, she decided to open her very first shop at her own home, which at that time, she is the only one worker, she very dedicated with her work, until now, she have two workers work with her at the shop with her business a bit known by people, because they consistently posting and promoting their products on social medias and attract their customer and potential customers.

This business offers their customer cakes and cookies, with a high-quality product, since they are using premium ingredients to produce their products. They still make their business offline because their products will be waste after a day, except for their cookies. They post out their sea salt cookies all around in Malaysia, that is their initiative to expend their business and be recognise more by people.

ORGANIZATIONAL CHART

