



اُونِيُوَرَسِيْتِي تِيكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

THE LOCAL TASTE FACEBOOK PAGE

FACULTY & PROGRAMME : BUSINESS MANAGEMENT FACULTY & FINANCE
PROGRAMME / (BA 242)

SEMESTER / CLASS : SEMESTER 4 / BA 242 4B

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO ON THE LOCAL
TASTE FACEBOOK PAGE

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EXECUTIVE SUMMARY

The Social Media Portfolio report is the last assignment in completing the Principle of Entrepreneurship (ENT 530). The report involves an introduction to the process of listing a business on a social media platform by using a Facebook page.

Starring an establishment of a small local business, the Local Taste. The Local Taste is a Muslim local food and beverage that is entirely based on homemade with using only halal ingredients. Established in 2020 with attention to providing a homecooked meal based on recipes from the authentic Johorean family.

The motive behind the creation of a Facebook Page is to achieve a maximum capacity in maintaining customer retention and attracting wider audiences. To do so, providing all the business information required to fill in such as the name of the business, creating a unique bio, customizing the Uniform Resource Locators (URL) and many more. This will make it easier for the public to search the Local Taste's Facebook page in the search engine.

The contents on the Facebook page must be creative and eye-catching to the public. Starting with the introduction of the Local Taste along with the seven teasers. The purpose of the teasers is to advertise or promoting the Local Taste's Sambal Petai and services by stimulating interest or curiosity around it. After that, continuously grab customer attention by posting sixteen posts worth of each soft sell and hard sell. The soft sell is a technique that involving information before selling while hard sell is the direct selling technique. Both are the purpose in telling the customer in great detail what the business provides to attract a wider audience and potential customers.

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2.0 INTRODUCTION OF BUSINESS

2.1 The Local Taste



*Figure 2.1
Local Taste Official Logo*

Well-established in 2020, the Local Taste is a small business based in Kuala Lumpur with offering homecooked and freshly made meals. The 'Local Taste' can be defined by the local source of ingredients and utilizing the recipes from the authentic Johorean family. Associate with the name, we emphasize giving back to society with affordable meals enjoyable to any social class. Table 2.1 below shows the information on the Local Taste.

NAME OF THE BUSINESS	:	The Local Taste
NATURE OF BUSINESS	:	Food and beverages / Food Delivery Service
BUSINESS ADDRESS	:	No 3, Jalan Wangsa Jaya 2, Taman Wangsa Jaya, Wangsa Maju, 53300, Kuala Lumpur.
OWNERSHIP	:	Sole Proprietorship
BUSINESS CONTACT	:	013-210 3673 / http://www.wasap.my/+60132103673

Table 2.1 Shows the Information on The Local Taste.