



اَوْنَبُوْزِ سَيِّدِيْ تَتِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME:

FACULTY BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

ISLAMIC BANKING

SEMESTER:

3

BUSINESS NAME:

TEHMOMMIS CHOCOJAR

PREPARED BY:

NUR FATIHAH BINTI NARADIN

GROUP:

BA2493B

PREPARED FOR:

MADAM NORLIZA BINTI SAIFUL BAHRY

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ACKNOWLEDGEMENT

Assalamualaikum WBT,

Alhamdulillah, I am very grateful to the Almighty Allah S.W.T, who have bestowed me the will to complete my individual project about “Social Media Portfolio”.

I would like to take this opportunity to give thanks and compliments to those who are directly or indirectly involved in this assignment especially to Mrs. Norliza Binti Saiful Bahry, our beloved lecturer for countless times and hours of dedication and guiding us throughout the course study. Without good direction and guidance, this task would have not completed and successful. This project is intended to meet the course and research needs of the course Principle of Entrepreneurship (ENT530).

In this project, I choose food type of product and utilize Facebook (FB) for online marketing campaign. My product is Mommis Chocojar which is a sweet dessert that have become popular around this time. I need to creating Facebook (FB) and start with posting a teaser. I also need to make a soft shell and hard sell for my online marketing. I hope my project will really be used in the future as a benchmark for another students. Thank you to all those who have made my project a success and who will benefit from all your support and effort.

EXECUTIVE SUMMARY

TehMommis Chocojar offers a dessert product for customers especially customers who love to eat chocolate. Chocojar is a mixed of cereal and premium chocolate together in a jar. TehMommis is an agent who get stock of Chocojar from the stockiest of Mommis Chocojar.

TehMommis customers is focused on all young people from age 6 and above who can eat something sweet. However, we are likely to more focused on a group of student and other people who need something sweet to eat when the need to boost up their mood.

We provided a delivery service to across Kuala Lumpur and Selangor areas with a certain charge. We also provide post service to other states in Malaysia by using J&T and Pos Laju courier to customers who want to get our product.

TehMommis marketing strategy is by providing different kind of promotions to our customers. For example, buy 2 Free 1 on a certain day and get a free delivery service if customers purchase our set box. This promotion was an excellent strategy to gain more customers.

ii. INTRODUCTION OF BUSINESS

- **Name and address of business**

TehMommis Chocojar

07-05 Sri Selangor 2, Jalan Hang Tuah, 55200 Kuala Lumpur

- **Organizational chart**



Nur Fatimah Binti Naradin
(Founder of TehMommis Chocojar)

- **Mission/Vision**

- TehMommis mission is to give customer the high satisfied of delicious chococojar experience possible.
- TehMommis vision is a best premium Chocojar.