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FACULTY OF BUSINESS AND MANAGEMENT
PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)

SOCIAL MEDIA PORTFOLIO

NILOFA FLAVOURED MILK

Prepared by	: Fadzleeza binti Fadzul
Matric Number	: 201960248
Prepared for	: Madam Norliza binti Saiful Bahry
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Group	: BA240 4B
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EXECUTIVE SUMMARY

Nilofa by Fadz is a company that is dropship based of Nilofa Group that sell flavoured drink which consists of four flavour which is banana, dates, durian and mango. Dropship is where we do not produce the product but we help the company to distribute their product to meet their consumer. In return, the company must pay us with a commission for every of their product that we successfully sold. As the owner of business Nilofa by Fadz, I do not produce the product. But, I take the product from headquarter and distribute the product at my area that I selected which is my place at Malacca. As a dropshipper for Nilofa Group, my task is to distribute or sell the product and then restock the product when my current stock is running low.

Nilofa by Fadz start to operate at Malacca in the middle of year 2020. During that time I am currently in semester break and I am thinking of earning an extra income to support me during semester break. Then, I figure out that Nilofa Group is open up a business opportunity such as agent and dropship for those who want to generate extra income. Without any wait I decided to join their business opportunity as I realize this product will gain people attraction and easy to sell as this is a product of a famous local celebrity. Currently, I have manage to operate this business for about 6 months. Moreover, I have also witness of my business growth especially during MCO as people staying at home and they easily attracted to home delivery service product.

To expand my business to meet more prospect, I have created a Facebook account page about this product. I have learn in using the teaser, soft sell, and hard sell that I made to draw target audiences, this have made me learned so many lessons about how to advertise and market my product. Facebook page have helped me a lot to see how my business are running. It also shows me about my page insight that help me a lot in making a marketing strategy.

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2.0 INTRODUCTION OF BUSINESS

Nilofa Flavored Milk is a dropship based business of Nilofa Group that founded by Malaysian actress, TV host and business woman which is Noor Neelofa binti Mohd Noor or also known as her stage name, Neelofa. Nilofa Flavoured Milk is a business which they are selling flavoured milk that currently consists of four flavour based on fruits which is Banana, Dates, Mango and Durian.

Nilofa Flavoured Milk has been developed and formulated through a complex and creative method as a ready-to-drink flavoured drink. It is a milk product that has undergone two significant processes which is Ultra High Temperature and double sterilization which is the process of remove or kill bad bacteria to guarantee its life span without preservatives for more than 18 months.

Nilofa Flavored Milk is a product that exclusively formulated using quality milk, which is the whole cow's milk that comes from Australia and it is processed using the new food technology approved by Kementerian Kesihatan Malaysia (KKM) and already get Halal status certified from Jakim Malaysia.

Moreover, the sugar level is so much lower than the flavored milk of the other labels. To ensure the product is safe, Nilofa Flavored Milk are using high quality, durable and lightweight for their packaging so that together they can provide their customers with the best product packaging that comes with delicious taste.

