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UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA REPORT

FACEBOOK POSTING (SUNCHEESE)

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PROGRAM: ED241

GROUP: 3D

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ACKNOWLEDGEMENT

First and foremost, I would like to praise The Almighty God for the blessings of being in a good health, to be able to finish this social media portfolio. My absolute gratitude to the Lord for his guidance and sustenance.

Secondly, I am also grateful for the support and advices from my lecturer, Mdm. Nadiah Maisarah Abdul Ghani. Her guidance and assistance have helped me mold this assignment into its final form. Furthermore, my sincere appreciation goes to my classmates for showing their support towards each other social media portfolio. I'm forever thankful of their guidance as well throughout finishing this portfolio.

Finally, my biggest gratitude for the cooperation of my friends and family members that has been contributed to my social media portfolio. I am forever indebted for them in promoting my business portfolio. This portfolio couldn't be done perfectly if it's not for them. Moreover, I would also like to express my gratitude to my parents for the moral support they have given to finish this assignment.

EXECUTIVE SUMMARY

Suncheese. is a new online based business that mainly used Facebook, as a promoting and selling platform for its products. This business is a pastry natured business where baked goods are sold to customer through social media, namely Facebook and Direct Massege. It offers cheese based pastry as the business signature baked goods for customers.

The main idea of this business is to sell cookies and cakes for people in a convenient friendly condition. Thus, it reduces people movement from going out frequently. Hence, this will also contribute to the flatteing of the pandemic in this time. This business also aim to promote the pastry skills that the locals have developed and in support of lacial based baked goods.

Suncheese. target customers are people of all ages except babies, as its products are consumeable by everyone despite their age. We provides delivery services with charges depends on customers' area and accepts payment both online and offline. Customers engagement are through Facebook and Direct Message.

Suncheese. is always updating posts on its Facebook page about the baked goods on sale. Suncheese. revieces a lot of positive feedbacks from customers and also repeating of orders from customer. All in all, this business has the opportunity of expanding in the future.

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INTRODUCTION OF BUISINESS

i. Buisiness Name and Address



Figure 1.2 Suncheese.Logo

Name of Buisiness	Suncheese.
Buisiness Address	Lot 113, Lorong 2, Taman Tropicana, 89000 Keningau, Sabah
Corresponding Address	iveesmeralda@gmail.com
Phone Number	011-16812010
Form of Buisness	Sole proprietorship
Main Activites	Sale of pastry

Table 1.1 Sucnheese. Information