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**BACHELOR OF INFORMATION SCIENCE (HONS.) RECORD MANAGEMENT
(IM246)**

COURSE NAME: PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

Vendor of Aiskrim Malaysia provide a multiform of flavour ice cream. With the wide variety of ice cream option customer can choose any flavour that they want and interested in. The price of an ice cream that I sell also reasonable and affordable to purchase by a customer. In accordance with the vision Vendor of Aiskrim Malaysia which intends to run a business that selling a various flavor of ice cream at an affordable price and strive harder to ensure that the business is well known and widely marketed. The price of a Milo ice cream flavour is RM 1.30. With this, a customer can purchase more than one ice cream at an economical price. Apart from that, Vendor of Aiskrim Malaysia also do a COD services but by complying with the recommended standard operating procedure (SOP) due to the occurrence of pandemic COVID-19.

Further, targeted customer in this business is Vendor of Aiskrim Malaysia target to sell and promote a wide variety of flavour ice cream to all ages and genders as ice cream have its own enthusiasts. Therefore, to make it well known I provide a great teaser, soft sell and hard sell indirectly it can influence public people to order and purchase my ice cream by looking at my posting on Facebook pages

In brief, by using Facebook pages to market and promote Vendor of Aiskrim Malaysia I can attract more customer to purchase an ice cream because social media is a great platform to sell or promote a product and it also taught me on how to do a business and became an entrepreneur. Good entrepreneurial knowledge can help me to become a wise and quality entrepreneur.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business



Figure 1: Logo Vendor of Aiskrim Malaysia

In this assignment, of course Principle of Entrepreneurship (ENT 530) I has to choose one product and utilize Facebook (FB) for online marketing campaign. Hence, after conducting research on several types of business and product I choose to sell an Aiskrim Malaysia that consist variety flavour of ice cream. The reason I choose the name Vendor of Aiskrim Malaysia is because the word vendor mean seller and also known as a supplier which an individual or a business substance that sells something.

Afterwards, my business located in Lot 19, Taman Saujana Impian 01000, Kangar Perlis. Targeted customer in this business is Vendor of Aiskrim Malaysia target to sell and promote ice cream to all ages and genders.

Vendor of Aiskrim Malaysia is a direct business in shop and also has a COD services. To make an order a customer need to click the Whatsapp number on Vendor of Aiskrim Malaysia pages. As ice cream is easily melted it is very unsuitable to do business by postage the ice cream. Other than that, there are multiform of Aiskrim Malaysia business nowadays but my business trying to make a new innovation in promote and marketing an ice cream so that Vendor of Aiskrim Malaysia can be recognized and purchased by public people regardless of any age.