



# SOCIAL MEDIA PORTFOLIO

## PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME : IM246**  
**SEMESTER : PART 3**  
**NAME : NURFITRAH BINTI CAHHARIM**  
**GROUP : IM2463ST2**  
**LECTURER : MADAM ZARITH DELAILA BINTI ABD AZIZ**

## **ACKNOWLEDGEMENT**

In completing my assignment, I had to take the help from friend and guideline that given. It is a genuine pleasure to express my deep sense of thank and gratitude to mentor, and guide Madam Zarith Delaila binti Abd Aziz, Lecturer of Principles of Entrepreneurship at UiTM Puncak Perdana. Her dedication and interest above all her overwhelming attitude to help her student had been solely and mainly responsible for completing work.

Next, I would like to honour Madam Zarith Delaila binti Abd Aziz a whole heap of thanks for the valuable comments and advice that ease the process of performing my assignment. And also did not forget to helpful friend. Thank you.

## **EXECUTIVE SUMMARY**

Our business chosen Crimebites Cookies as a product for sale. This product is a type of snack and it can be eaten at any time. Our sales target is all ages from children to seniors. We chosen Crimebites Cookies because the marketing is more extensive and it can solve the customers problem like shortage of food.

The Crimebites Cookies was sold at an affordable price. We used pricing strategy to make sure that product can be owned by everyone regardless of financial status. In addition, when the promotion time, the price of each product will be lowered. We doing this because to attract customers to buy Crimebites Cookies in large quantities. Each product purchased will be posted to customers who live far from our business area while the product will be COD if the customers live close to our business area.

We only doing online sales. The facebook page (Fb) is the only social media that we used to promote our products. The Facebook page (FB) name is Chocolicious. The Facebook (FB) address is <https://www.facebook.com/Chocolicious-101737378406079>

## TABLE OF CONTENT

|   | <b>PAGES</b> |
|---|--------------|
| COVER PAGE .....                                      | 0            |
| ACKNOWLEDGE .....                                     | 1            |
| EXECUTIVE SUMMARY .....                               | 2            |
| TABLE OF CONTENT .....                                | 3            |
| <b>1.0 GO-ECOMMERCE REGISTRATION .....</b>            | <b>4-5</b>   |
| <b>2.0 INTRODUCTION OF BUSINESS</b>                   |              |
| 2.1 NAME AND ADDRESS OF BUSINESS .....                | 6            |
| 2.2 ORGANIZATIONAL CHART .....                        | 6            |
| 2.3 MISSION / VISION .....                            | 7            |
| 2.4 DESCRIPTIONS OF PRODUCTS / SERVICES .....         | 7            |
| 2.5 PRICE LIST .....                                  | 8            |
| <b>3.0 FACEBOOK (FB)</b>                              |              |
| 3.1 CREATING FACEBOOK (FB) PAGE .....                 | 9            |
| 3.2 CUSTOMING URL FACEBOOK (FB) PAGE .....            | 9            |
| 3.3 FACEBOOK (FB) POST – TEASER .....                 | 10-12        |
| 3.4 FACEBOOK (FB) POST – COPYWRITING (HARD SELL) ...  | 13-17        |
| 3.5 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL) .... | 18-22        |
| <b>4.0 CONCLUSION .....</b>                           | <b>23</b>    |

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 NAME AND ADDRESS OF BUSINESS

Chocolicious is a business name that had decided based on our meeting. Chocolicious is results from a combination of two words between Chocolate and delicious. We used Facebook as our platform to do marketing. Our Facebook address is <https://www.facebook.com/Chocolicious-101737378406079> .

### 2.2 ORGANIZATIONAL CHART

