



اَوْنُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ اِمْبَارَا  
UNIVERSITI  
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MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

# INDIVIDUAL ASSIGNMENT

## SOCIAL MEDIA PORTFOLIO

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## **Acknowledgement**

Bismillahirrahmanirrahim...

Alhamdulillah and with the consent from the Almighty, I managed to finish this individual assignment for subject Entrepreneurship ENT 530 successfully. Here, I would like to give my special thanks to Madam Hajah Zanariah binti Zainal Abidin, lecturer for ENT 530 as she taught me a lot on how to do business especially in becoming an entrepreneur. I also want to give my gratitude to my classmates, NBH6B, my colleagues, my neighbours, my friends and also my Mango Slurpp customers for supporting me through all this thick and thin. Thank you for my parents and family on their continuous support when I was doing this assignment. Again, thanks for everyone that helping me directly or indirectly.

## **Executive Summary**

This Individual Assignment is about the social media portfolio that had been assigned to students that take subject ENT 530 Entrepreneurship for Semester July- Dec 2018. In this portfolio, students need to run a business and must use social media as the platform by utilizing Facebook (FB) to market the business. So, I had chosen to sell Mango Slurpp which was the product and used FB as the platform to market it. The main priority in selling this product is to provide the best mango pudding which using the best type of mango which is Harumanis Mangoes from Perlis. By providing the best mango pudding, Mango Slurpp can be served chill and can be the dessert after meal. When doing posting in FB, I am using soft sell and hard sell technique to make sure that customers are attracted to buy my Mango Slurpp.

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## 1.0 Introduction of Business

After getting this Individual Assignment, the product that came to my mind was mango pudding. So I tried to do some survey and saw whether mango pudding could be one of the demand from the customers. So, I had decided the name for my product, mango pudding as Mango Slurpp. I chose this name because I felt it was easier to say and the name was a commercial name. By just saying Mango Slurpp, people would remember on my sweet juicy mango pudding. I started to name my business as same as the product because mango pudding would be the main product for my business in the long run. In the beginning, I would be the person that would run the business up until I receive a lot of orders where at that time I might hire few employees. My Mango Slurpp business would be operated from my house which was at A1-4-15, Block A1, Jalan Bukit Segar 1, Taman Bukit Segar, 43200 Cheras, Selangor.

### 1.1 Mission and Vision

My mission is to supply consistently the best mango pudding to the customers while my vision is to be the best-seller mango pudding in Klang Valley.

### 1.2 Description of Product

Mango Slurpp is a homemade mango pudding that used the best mangoes which are Harumanis Mangoes from Perlis. The sweet taste and juicy looks will make everyone feel mouth watering and it is best serve chill after meal. Mango Slurpp can be eaten by everyone including kids, teenagers, adults and also the old folks. The sweet taste comes from the Harumanis Mangoes and best consume within a week.

### 1.3 Price

There are two sizes for ~~Mango~~ Slurpp, small and big. The price for small container is RM 4 while the big container is RM 6. During promotion time, the customers can buy 3 small containers with RM 10.