



UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PROTFOLIO

**(DE DIVINE ROASTED BEAN- KOPI GOYANG 2
JARI)**

**PRINCIPLES OF ENTREPRNEURSHIP
(ENT 530)**

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85

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Executive Summary

This Business Plan is designed to show a closer look and detail on business services conducted as a Guideline on services performed in meeting the goals of customer satisfaction and local in particular.

With this Business Profile can be identified the direction and the appropriate method in order to provide of satisfaction for customers with a high cost investment for the sake of customer satisfaction. This profile will more closely show business strategy in order to provide the best quality of service to customers so that the quantity of customers will increase from time to time.

For running this Business, we don't take any of loan, because we start from the Small Industry business. The first Capital, we use for buy the raw material from our Saving. Total of 1st capital is RM2000. This capital was including the bottle, sticker, coffee powder, tea powder, creamer and condensed milk.

Contents

Acknowledgement	2
Executive Summary	3
1. Introduction.....	5
1.1. BUSINESS BACKGROUND.....	5
1.2. Organization Chart	6
1.3. Vision, Mission, Objective and Client Charter	7
Create page fb	8
Custom URL Page FB	9
FB Teaser	10
Soft Sell.....	15
Hard Sell	24
Frequency of Posting.....	29
Sales Report (Prove of Conversation with Customer).....	29
Sales Report (Prove of Payment)	32
Total Like Pages.....	33
Summary for FB Report (Pages De Divine Roasted Bean).....	33
Conclusion	34

1. Introduction

Profile and Business Plan Kopi Goyang 2 Jari developed is aimed at providing a closer look and detail on the business as a Guideline on the services performed in meeting the goals of customer satisfaction and local communities in particular.

With this Business Profile can be identified the direction and the appropriate method in order to provide room for customers with a high cost investment for the sake of customer satisfaction. This profile will more closely show business strategy in order to provide the best quality of service to customers so that the quantity of customers will increase from time to time.

Coffee quality plays an important role in determining the success of this business Kopi Goyang 2 Jari is a premium coffee from Robusta coffee beans mixed with special recipes without any extra preservatives and ingredients, Kopi Goyang 2 Jari processed in an individualized way without using the machine to preserve the flavour and mixing of each resulting coffee bottle. As such, in the presentation of the paperwork and business plan it is more focused on marketing and promotional techniques.

1.1. BUSINESS BACKGROUND

This Kopi Goyang 2 Jari business, this started in 1 December 2018.

Company: Kopi Goyang 2 Jari

Address: No.36, Jalan Puchong TPT 1, Taman Puchong Tekali, 47650 Puchong Selangor.

Capital; RM2,000.00