



51357
اَوْنِيُوْرَسِيْتِي تِي كُنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

64 + 2

UNIVERSITI TEKNOLOGI MARA
SHAH ALAM

PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)

SOCIAL MEDIA PORTFOLIO

PROGRAMME: BACHELOR IN BUSINESS ADMINISTRATION –
HUMAN RESOURCE MANAGEMENT (BM243)

BUSINESS NAME: People.Food.Love

PREPARED BY: NOR AZILA BINTI AZHAR

MATRICES ID: 2016287156

PREPARED FOR: PUAN HAJAH ZANARIAH

SUBMISSION DATE: 26TH MAY 2019

Handwritten notes: H/Sdl first x 100
7 Contact info

ACKNOWLEDGEMENT

Alhamdulillah, I most grateful to Allah S.W.T for the completion of this Social Media portfolio as one of the requirement that need to be accomplish in the course work assessment for the code ENT 530. Special thanks to my parents in supporting us to complete this portfolio by help sell my business product. This portfolio has been prepared with the cooperation and support from many people. Besides, not to be forgotten to my lecturers which are Madam Hajah Zanariah and her kindness in helping me during the process of completion of this social media business work. She have given me a good service by providing useful information. Without her, I would not be able to complete this portfolio. Through these problems I manage to become more organize and mature in dealing with problems that occur during my business. This portfolio covers social media business using Facebook, sales revenue, creating soft sell, creating hard sell and create teaser to attract customer. Lastly, to those who had involved and contributed directly or indirectly to this portfolio, I am very grateful to them for the effort and initiative that they have shown in my business until successfully completed my portfolio report. I apologize to all other unnamed person who helped me various ways to complete this portfolio and we hope this social media business and portfolio report can give us little bit about Entrepreneurship world and fact about how to become an entrepreneur in future.

EXECUTIVE SUMMARY

People.Food.Love offers the most favourite snacks that gives high satisfaction of consumer. People.Food.Love clients is customers identifying local workers especially factory workers that consume product with affordable price of product and also they cannot simply going out from their premises since they are 12 hours of working hours per day. People.Food.Love also targeting busiest people and students because we have delivery services of our product to customer's college and home. People.Food.Love offers a cheese snack that very high in quality and long lasting. Across Shah Alam particularly the People.Food.Love business has seen a started begin March 2019. Shah Alam is an area most that students studying at UiTM Shah Alam and have the most workers at industrial area especially Section 27 and 28. People.Food.Love marketing strategy is to emphasize the quality and price of products and services. People.Food.Love offer the affordable price because many people in Shah Alam are low income workers. Thus, I develop marketing strategy that gives attraction to come buy People.Food.Love products. The management of People.Food.Love consists two workers is Nor Azila Binti Azhar and my sisters. I also create Facebook to expand my business through social media and learn how to post Facebook post for business product whether teaser poster, soft sell and hard sell. I also must raise the revenue at least RM 61 and above and prudent spending for my product to avoid profit falls. Already I have service and products commitments plan to promote the product. The loving People.Food.Love will provide is sure to appeal to customers throughout the Shah Alam especially industrial area.

TABLE OF CONTENTS

CONTENTS	PAGE
1. ACKNOWLEDGEMENT	1
2. EXECUTIVE SUMMARY	2
3. TABLE OF CONTENTS	3
4. INTRODUCTION TO BUSINESS	4 – 5
5. FACEBOOK (FB)	6 – 14
6. CONCLUSION	15
7. RUBRICS	

INTRODUCTION TO BUSINESS

NAME OF THE BUSINESS: People.Food.Love

ADDRESS OF THE BUSINESS: NO. 2, TINGKAT 1, BLOCK 24, TAMAN ALAM MEGA, SEKSYEN 28, 40400 SHAH ALAM, SELANGOR DARUL EHSAN.

ORGANIZATIONAL CHART:



1st Owner
(NOR AZILA BINTI AZHAR)



2nd Owner
(NOR AZIRA BINTI AZHAR)

VISION: To be the first choice of customers and consumers in Shah Alam. Create a benchmark in quality standards in the snacks industry by observe demand of the snacks.

MISSION: To ensure the highest quality snacks and the best possible services to the customers and consumers. People.Food.Love will continuously improve all aspects of business in order to sustainable growth and profitability on meeting the needs of the present generations and also sustain the long-term success.

DESCRIPTION PRODUCT:

FIGURE

