



اَللّٰهُمَّ اِنِّىْ اَسْئَلُكَ  
UNIVERSITI  
TEKNOLOGI  
MARA

## **PRINCIPLES OF ENTREPRENEURSHIP**

**ENT530**

**SOCIAL MEDIA PORTFOLIO**

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## ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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I also want to thank to every single person who helped me directly or indirectly for my social media portfolio. I may could not complete my work without their helped. I would like to express my gratitude to everybody for their advices and guidance along this way until I finished my work.

I apologize to all unnamed persons who helped me in various ways to complete this portfolio and I hope this social media business can give me and others a little bit of knowledge about Entrepreneurship field. I ended my word with a lot of thank you.

## **EXECUTIVE SUMMARY**

Pleasure to present about UmiLicous as my social media portfolio. UmiLicouss was established to sell variety of product based on food and bakes. As of now, UmiLicouss just launched its first product which is Popia Carbonara Cheese. Popia Carbonara Cheese is very popular amongst people in Malaysia nowadays especially citizen whom live in city.

All level of age and races can eat Popia Carbonara Cheese especially for muslim because we are using halal ingredients with high quality. We also provide frozen Popia Carbonara Cheese to our customers. Popia is not odd in our country. UmiLicouss wanted to bring something else special into Malaysian communities by transforming traditional food to modern. The famous popia that we always heard are 'popia basah' and 'popia goreng'.

I also created Facebook page to expand my business in media social and make a Facebook post to boost my sales such as post a teaser about my product, soft sell and hard sell to promote to customers. Facebook is one of the platform that providing a lot of benefit to business.

# TABLE OF CONTENTS

<b>ACKNOWLEDGEMENT .....</b>	<b>2</b>
<b>EXECUTIVE SUMMARY .....</b>	<b>3</b>
<b>TABLE OF CONTENTS .....</b>	<b>4</b>
<b>BUSINESS REGISTRATION (SURUHANJAYA SYARIKAT MALAYSIA) .....</b>	<b>5</b>
<b>INTRODUCTION OF BUSINESS .....</b>	
<b>NAME AND ADDRESS OF BUSINESS .....</b>	<b>6</b>
<b>ORGANIZATIONAL CHART .....</b>	<b>6</b>
<b>VISION / MISSION .....</b>	<b>7</b>
<b>DESCRIPTION OF PRODUCTS / SERVICES .....</b>	<b>7</b>
<b>PRICE LIST .....</b>	<b>7</b>
<b>FACEBOOK</b>	
<b>CREATING FACEBOOK PAGE .....</b>	<b>8</b>
<b>CUSTOMING URL FACEBOOK PAGE .....</b>	<b>8</b>
<b>FACEBOOK POST (TEASER) .....</b>	<b>9</b>
<b>FACEBOOK POST (HARD SELL) .....</b>	<b>11</b>
<b>FACEBOOK POST (SOFT SELL) .....</b>	<b>13</b>
<b>FREQUENTLY OF POSTING .....</b>	<b>15</b>
<b>SALES OF REPORT .....</b>	<b>17</b>
<b>CONCLUSION .....</b>	<b>18</b>

## INTRODUCTION OF BUSINESS

<b>Name of the Business</b>	UmiLiciouss Enterprise
<b>Business Address</b>	Jalan Taman Melati 13, Taman Melati, Setapak, 53100, Kuala Lumpur
<b>Facebook</b>	UmiLiciouss
<b>Office Number</b>	03 - 4457698
<b>Form of Business</b>	Sole Proprietorship
<b>Main Activity</b>	Popia Carbonara Cheese
<b>Date of Registration</b>	15 March 2019
<b>Registration Number</b>	JM1116079-A
<b>Name of Bank</b>	Maybank Berhad
<b>Bank Account Number</b>	151071522432

## ORGANIZATIONAL CHART



**OWNER OF UMILICIOUSS**



**ASSISTANT WORKER**