



اَوْبُوْرُ سَيِّدِي سَيِّدِي
UNIVERSITI
TEKNOLOGI
MARA



GARFIELDLICIOUS SHOPPE

**PRINCIPLE OF ENTREPRENEURSHIP
(ENT530)**

**INDIVIDUAL ASSIGNMENT
(SOCIAL MEDIA PORTFOLIO)**

**KHAIRUNNISA BINTI KAMALRUDIN
(2017895454)**

**SUBMITTED TO
MADAM HAJAH ZANARIAH BINTI ZAINAL ABIDIN**

**SUBMISSION DATE
15TH DECEMBER 2019**



ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Alhamdulillah, all praise to Allah, the Most Gracious and Most Merciful. I managed to complete this Social Media Portfolio within the given period. This portfolio is one of the compulsory tasks that need to be accomplished as one of the requirement course work assessment of subject Principle of Entrepreneurship (ENT530).

Next, I would like to express my deepest gratitude to our ENT530 lecturer, Madam Hajah Zanariah binti Zainal Abidin who has given me this wonderful opportunity to fulfill this Social Media Portfolio. She also had given me lots of moral support and guidance during the process of completing this Social Media Portfolio. Moreover, she's had been kind, patient and always helps me in suggesting or correcting the format of the Social Media Portfolio so that I am able to do a good portfolio report.

Apart from that, a special thanks to my family who always beside me, giving me encouragement and full support during the process of completing this Social Media Portfolio. They are my inspiration in completing this task at my best level that I can achieve it.

Then, I would like to extend my sincere thanks to all classmate and friends for their kind cooperation and encouragement during the process of this Social Media Portfolio. They have help me lot by sharing an important information on the task.

Last but not least, I also want to convey my appreciation and thanks to those who are directly or indirectly involve and support us my Social Media business. All your kindness is beyond my ability to repay it.



EXECUTIVE SUMMARY

Garfieldlicious Shoppe offers snacks and chips products, providing assorted flavors and type of chips products that may suit customers need and satisfaction.

It is an online based business and all the business operation such as manufacturing and packaging is done at owner house at USJ16. Hence, Garfieldlicious Shoppe (GS) target people and resident around USJ area. However, customers who stay outside USJ area also being a part of GS's target customers. GS can deliver their product outside USJ area by postage.

Officially, GS has started their business in October 2019. Starting in USJ area which is known as one of most developing area, the people who work and resident around USJ usually exposed to modern food products or the trendy ones.

GS marketing strategy is to emphasize the quality and price of the products. GS offers an affordable price that matches with premium ingredient used to produce products that high in quality and taste. The price is comparable with others business that offer same products since it is USJ area which cost to produce is high. Thus, GS has develop marketing strategy that gives attraction to buy GS products.

GS also have own management which handle by me, Khairunnisa binti Kamalrudin and was helped by my husband, Abdullah bin Ismail which act as financial consultant and also my operation and kitchen helper. GS also have Facebook Page that being created in October 2019 for the purpose of expanding the business. Facebook is also known as one of the top and biggest platform to reach targeted customer in USJ area or even customer outside by applying an easy ways of communication and advertisement. By using this platform also, I gain new knowledge on how to utilize social media as one of method to do business starting from creating the Facebook Page, teaser posting, soft sell posting and hard sell posting. It is also a requirement for all social businessman or businesswoman for ENT530 to obtain the revenue at least RM61.00 and above. A prudent spending need to be considered in order to avoid profits falls. I believe in my product's quality and surely my products will become a favorite choice among customers in USJ are or even outside it.



TABLE OF CONTENTS

ACKNOWLEDGEMENT	1
EXECUTIVE SUMMARY	2
TABLE OF CONTENTS	3
<u>INTRODUCTION OF BUSINESS</u>	
NAME AND ADDRESS OF THE BUSINESS.....	4
ORGANIZATIONAL CHART.....	4
MISSION & VISSION.....	5
DESCRIPTION OF THE PRODUCTS/SERVICES.....	5
PRICE LIST.....	6
<u>FACEBOOK (FB)</u>	
CREATING FACEBOOK (FB) PAGE.....	7
CUSTOMIZING URL FACEBOOK (FB) PAGE.....	8
FACEBOOK (FB) POST – TEASER.....	9 – 15
FACEBOOK (FB) POST – SOFT SELL.....	16 – 27
FACEBOOK (FB) POST – HARD SELL.....	28 – 34
FREQUENCY OF POSTING.....	35 – 37
TOTAL SALE POSTINGS.....	38
TOTAL PAGE LIKES.....	38
SALES REPORT (SALES AND EXPENDITURE RECEIPT).....	39 - 43
CONCLUSION.....	44

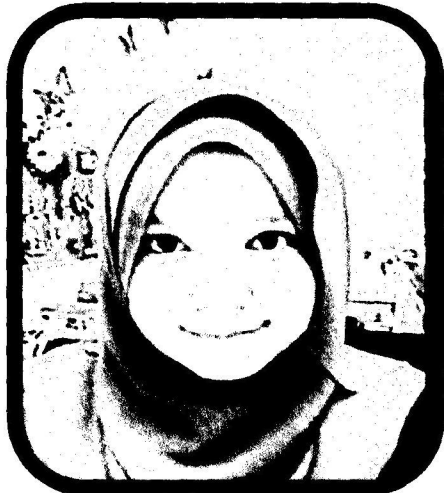


INTRODUCTION OF BUSINESS

↳ BUSINESS INFORMATION (NAME AND ADDRESS OF THE BUSINESS)

- ❖ Name of the business : Garfieldlicious Shoppe
- ❖ Address : A-5-16, Pangsapuri Sri Tanjung, Jalan USJ16/7, 47630 Subang Jaya
- ❖ Facebook Page Name : Garfieldlicious Shoppe
- ❖ Facebook Page URL : <https://www.facebook.com/garfieldlicious/>

↳ ORGANIZATIONAL CHART



OWNER

KHAIRUNNISA BINTI KAMALRUDIN

27 YEARS OLD



OWNER

ABDULLAH BIN ISMAIL

27 YEARS OLD