



UNIVERSITI TEKNOLOGI MARA (UiTM)

BM243: BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

HUMAN RESOURCE MANAGEMENT

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

**SOCIAL MEDIA PORTFOLIO:**

MELT CHEEZY BOL



**PREPARED FOR:**

MADAM ZANARIAH BINTI ZAINAL ABIDIN

**PREPARED BY:**

NO	STUDENT NAME	MATRIC NO
1	SALBIAH BINTI SAMAT	2016937323

GROUP:

NBH 6A

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## **Acknowledgement**

Alhamdulillah, I most grateful to God 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 me to complete this portfolio by give me motivation. This portfolio has been prepared with the cooperation and support from many people. Besides, not to be forgotten to my lecturers which are Madam Zanariah binti Zainal Abidin and her kindness in helping me during the process of completion of this social media business work. She has 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**

'Ask for Bol' is a trademark for our Melt Cheezy Bol. The main objective that is to achieve for the business is to offer variety of Melt Cheezy Bol to our customer with affordable price and luxurious taste of Malaysia. Our business was started on 1<sup>st</sup> of October in 2019.

According to the customer review, our product gave a fantastic taste because the tangy of the Melt Cheezy Bol make our customer remembered the taste. This product is also liked by many due to the cheap and affordable price. Hence, this product provides a good insight for the continuation of sale to our customers.

Since early of its opening, Melt Cheezy Bol was sold more than more than 20 packages for with cheezy flavour. Increasing demands for our product results into a good profitable sale revenue to my business project. Therefore, Melt Cheezy Bol is a good marketable product of choice that can be further expanded to many different areas as the business keeps on growing. The management of Melt Cheezy Bol consists of two workers is Salbiah Binti Samat and my sister, Siti Aisyah Binti Samat.

I also created Facebook to expand my business through social media and learn how to post Facebook post for business product whether teaser post, soft sell and hard sell. I also must raise the revenue at least RM 50 and above and prudent spending my product to avoid profit falls. Furthermore, I have service and products commitments plan to promote the product.

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**i. Introduction to business**

**1.1 Name and Address of business**

Melt Cheezy Bol is a business name that had decided based on my main product. The suitable name I been created for my business. My target market is for everyone who willing to buy and especially for ‘cheezy lover’.



<b>Name of Business</b>	Melt Cheezy Bol
<b>Business Address</b>	No 62 Jalan SM1/1, Taman Selayang Mulia 68100 Batu Caves, Selangor
<b>Corresponding Address</b>	<a href="mailto:Salbiahsamat@icloud.com">Salbiahsamat@icloud.com</a>
<b>Telephone Number</b>	012-3461031
<b>Form of Business</b>	Sole Proprietorship
<b>Main Activities</b>	Sale Delivery of Food Service
<b>Date of Commencement</b>	01 <sup>st</sup> October 2019.
<b>Name of Bank</b>	RHB Bank Bhd
<b>Bank Account Number</b>	1122 7300 2177 50

Table 1.1 Melt Cheezy Bol Business Information