



اَوْنَبُورِ سَيِّتِي بَاتِيكُونُ لَوُكِي مَارَا
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INDIVIDUAL ASSIGNMENT

(ENT530) PRINCIPLES OF ENTREPRENEURSHIP – SOCIAL MEDIA REPORT

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

First of all, I am so are grateful to Allah SWT who gives us blessing to accomplish this assignment. The completion of the report gives us much pleasure and will encourage us in. But it is not our credit in this endeavor.

However, it would not have complete without the kind support and help from my family and friends for the support to complete my portfolio by promoting my page and my products to others. Also, this portfolio was prepared with the corporation and helps from many people. Through this portfolio, I am able to learn and manage how to run business in proper way by using Social Media which is Facebbok. Moreover, from this assessment a lot of knowledge I gained in order to get customer with interactive advertising and skill such as from teaser, soft sell and hard sell method.

Not to forget, Madam. Zanariah Binti Zainal Abidin. I would like to thank to her for giving me an opportunity and encouragement to do this project on the right path. She has guide us in order to follow the criteria needed in this report and make necessary correction as and when needed it. Besides that, all of us would glad to express our thanks to the Principal of University of Technology Mara, Campus Puncak Alam, for giving his support. Last but not least, thanks and appreciations also go to all staff in UiTM and I am also would like to express our gratitude and extend heartfelt thanks towards our family and classmates.

EXECUTIVE SUMMARY

This business is created to provide an opportunity to all customers who love ice cream with very affordable price. Apart of selling this, Homemade Ice Pops Malaysia provided 90's childhood favorite and nostalgia. The Homemade Ice Pops Malaysia offers nostalgia-inducing "Ais Krim Potong" for customers. Over the years, this ice cream has been "upgraded" to what is popularly now known as "Ais Krim Potong" before. The plastic packing has been changed to a popsicle style ice cream. The Homemade Ice Pops Malaysia offers handmade premium popsicles with all-natural ingredients that come in a variety of flavors, and milo flavors is arguably one the most popular. They even cater for parties and events; just imagine the looks of joy on your guests' faces when they unwrap these, guaranteed they love it. Providing the variety flavors to gives high satisfaction of consumer. The Homemade Ice Pops Malaysia target customer is for this era kids and teenagers which growing up with Gelato, Magnum, Baskin Robin and Others brand with price that they cannot afford, but with Ice Pops Malaysia, they can still enjoy eating ice cream with affordable price with variety of flavors.

Retaining Homemade Ice Pops Malaysia customers is a very strong for this business and the strategies in place to ensure that our customers remain happy with the products and services. This can be achieved if we employ the best customer service executives who are adept at handling order, promptly attending to complaints and inquiries. I'm also intend to provide listening ear to the clients for feedbacks that will help this company grow. Anyway, Homemade Ice Pops Malaysia offer the affordable price to develop marketing strategy, and also emphasize the quality and price of products. As for you to know, Ice cream does do something funny to a lot of us: it makes us nostalgic and happy. The world is more colourful, slower-paced and simply more fun with an ice cream. There are a few reasons why this is the case. I am particularly conditioned to like foods that change texture in our mouths: as ice cream melts from solid to liquid, it keeps our brains interested. When you lick an ice cream, the emulsion covers all the sensors of your tongue, from back to front, making your taste buds sing with sweet, savoury and sharp sensations. It is easy to digest and places very low on something called the satiety index, which means you can eat a lot without feeling unpleasantly full. When you break down the chemistry behind ice cream, it's easy to see why it remains a perennial childhood favorite. It's been engineered to the perfect combination of elements — sugar, fat, frozen water and air — that make up the mouth-watering concoction. It really isn't your fault that ice cream is so tempting — it's science!

In addition to reinforcing strategies for maintaining customer loyalty towards Homemade Ice Pops Malaysia, expanding and exploring ways by promoting this online and services business in social media is important. Skills and ways to know how to attract customers are important. Strategy giving teaser to the followers and viewers a sense of excitement to know what I'm selling. Viewer and follower in social media is potential to be a customer. Last but not least, hard sell making skills to customers to attract customer to continue buying the product selling. Since I have created 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. The variety type of flavors and transformation that The Homemade Ice Pops Malaysia provide is sure to appeal the customers throughout Malaysia especially around Klang Valley area and all over the world. I also must raise the revenue at least RM 61 and above and prudent spending for my product to avoid profit falls.

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