



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
SOCIAL MEDIA PORTFOLIO

PREPARED BY

FACULTY : BUSINESS AND MANAGEMENT
PROGRAMME: BM (243) BACHELOR OF BUSINESS
 ADMINISTRATION (HON) HUMAN
 RESOURCE MANAGEMENT
BUSINESS NAME: SMN KITCHEN BERGEDIL

NAME:

SITI SHARIFAH NUR BINTI ISMAIL @ MUSTAPHA

MATRICES NUMBER:

2014692378

GROUP

NBH6B

PREPARED FOR

MADAM HAJAH ZANARIAH BINTI ZAINAL ABIDIN

*org Ueno - x
 H/sell first - x
 Only 4 with
 contract #
 - S/sell
 } small
 - report - x peng.*

79

ACKNOWLEDGEMENT

I would like to express my gratitude towards my parents, my husband and member of **SMN KITCHEN BERGEDIL'S** their kind co-operation and encouragement which help me in completion of this business. I would like to express my special gratitude and thanks to my lecturer the persons for giving me such attention and time.

I have taken efforts in this Social Media Portfolio. However, it would not have been possible without the kind support and help of many individuals and business member's. I would like to extend my sincere thanks to all of them.

I am highly indebted to my sister for their guidance and constant supervision as well as for providing necessary information regarding the portfolio & also for their support in completing this report.

My thanks and appreciations also go to my colleague in developing the portfolio that we sharing in many ideas and people who have willingly helped me out with their abilities.

THANK YOU

EXECUTIVE SUMMARY

This business of “Tauhu Bergedil” product by SMN KITCHEN BERGEDIL are provide customer with delicious food can become evening snack and also an appetizer in social media through Facebook account and can see all mine business from there.

While our competitor is very largest but were not giving up to post all in daily, a week and a month to make interesting to buyer’s attractive to buy.

SMN KITCHEN BERGEDIL is an ambitious to get known as a Frozen Fast fFod industry in the world. I have the main ambition to increase and maintain the quality in Frozen fast food industry. Their aim is to capture the Frozen Food market. Basically, I want to provide my products to anyone that is why they expanding their branches in all over the world. They want to increase their profit through giving maximum satisfaction and other better facilities to customer that they want.

TABLE OF CONTENT

CONTENTS	PAGES
AKNOWLEDGEMENT	X
EXECUTIVE SUMMARY	XI
INTRODUCTION OF BUSINESS	1
ORGANIZATIONAL CHART	2
VISSION MISSION TRADEMARK	3
DESCRIPTION OF PRODUCT AND SERVICE <ul style="list-style-type: none"> • PRICE LIST <ul style="list-style-type: none"> a. Normal b. Frozen Pack c. Box and Combo d. Medium box e. Large Box 	4-5
CREATING FACEBOOK PAGE	6
FACEBOOK – TEASER POST	7-9
FACEBOOK – HARD SELL	10-15
FACEBOOK – SOFT SELL	16-22
FREQUENCY POST	22
SALES REPORT	23
CONCLUSION	24

INTRODUCTION OF BUSINESS

The name of my business is “SMN KITCHEN BERGEDIL”.

NAME OF BUSINESS

SMN KITCHEN BERGEDIL



As Follow :

ADDRESS OF BUSINESS:

Kiara East Suite Dex (Ground Floor)

Jalan Kampung Batu,

Taman Mastiara,

51200 Kuala Lumpur,

Wilayah Persekutuan Kuala Lumpur