



اَوْنِبُوْرَسِيْتِي تِي كُنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

ENT530

(PRINCIPLE OF ENTREPRENEURSHIPS)

ASSIGNMENT TITLE:

SOCIAL MEDIA PORTFOLIO (FACEBOOK)

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SUBMISSION DATE: 12 JULY 2021

ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah SWT, the Almighty, for His showers of blessings throughout our assignment by providing us with the comfort and guidance to enable us to complete this case study assignment.

I would like to express my deep and sincere gratitude to, Madam Siti Zaitun Binti Saddam, ENT530 Principles of Entrepreneurship lecturer for allowing me to do this assignment and providing invaluable guidance and good guideline throughout this assignment. Her passion, vision, and motivation inspired us so much. It was an honour and great privilege to do this assignment under her guidance. She also provides full information on how to complete this assignment. Besides that, appreciations to my family that always been there to support me to do this assignment since I am at home due to Online Distance Learning. I would also like to thank my friends for their warm countless encouragement during these difficult times and for helping me solve the problem when I do not understand. Additionally, thanks go to all the people who have supported me directly or indirectly towards completing this Social Media Portfolio (Facebook) assignment.

Alhamdulillah, I am very grateful to finally complete this assignment given even though there are some obstacles along the way. It was great and purely support for me to achieve a good assignment and results. It is a delight to acknowledge those who have supported me throughout this semester.

EXECUTIVE SUMMARY

Odeen originated in Japan, however we are acutely aware of the current situation in which Malaysians seek halal, flavourful, and easy-to-serve oden. As a result, Odeen Viral was designed to appeal to Malaysians' desires. Odeen Viral is an instant steamboat spices that are made for facilitate the customer someone is too busy to make steamboat at home. It is super simple to make a steamboat at home and does not take long to cook. Basically, the product is suitable for persons of different ages, including children and the elderly.

Furthermore, I have started the business in early March 202. I have chosen this business is to makes it convenient for people by allowing them to cook a steamboat at home with their families without having to leave the house. I had the product under my business identity which is 'Odeen Viral by Nur Atikah'. Basically, this is a small business and categorized under food and beverages product. The target market for this product is for consumer from varies group. It can be adults, children and so on. The primary goal of this business portfolio is to compile and report on all business progress and operations. All of the marketing, insight, and audience awareness are well defined and presented clearly in this report, with the use of print screen images from the social media feed.

Aside from that, hard selling and soft selling copywriting are the marketing styles applied for overall advertising activities. Soft selling is essentially an advertising and sales technique that provides gentle language in order to avoid enraged potential clients and push them away. Soft selling is concerned with giving emotion or establishing a personal relationship between the customer and the business itself through the use of the storytelling idea. This is done to ensure long-term customer and business engagement. Another copywriting style that is used is hard selling, which is done using AIDA techniques. AIDA techniques are acronyms for 'attention, interest, desire, and action,' and they focus on attracting customers by creating awareness about the product through a direct selling style.

Table of Contents

1.0 - GO-ECOMMERCE REGISTRATION	1
2.0 - INTRODUCTION OF THE COMPANY	1
2.1 - Name and address of Business.....	2
2.2 - Organizational Chart	2
2.3 - Description of Product	2
2.4 - Price List.....	3
2.5 - Mission and Vision.....	3
2.5.1 - Mission	3
2.5.2 - Vision	3
3.0 - FACEBOOK PAGE	4
3.1 - Facebook Page.....	4
3.2 - Facebook Page URL	4
3.3 - Facebook Post (Teaser)	5
3.4 - Facebook Post (Hard Sell).....	8
3.5 - Facebook Post (Soft Sell).....	14
3.6 - Graphic.....	20
4.0 - CONCLUSION	25

2.0 - INTRODUCTION OF THE COMPANY

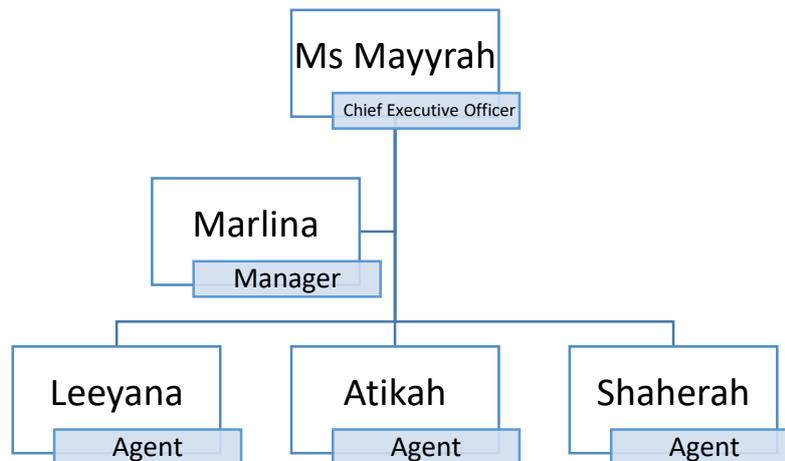
2.1 - Name and address of Business



Name of the business: Odeen Viral

Address of the business: Lot 2410, Jalan Kenanga, Kg Sijangkang, 42500 Telok Panglima Garang, Selangor

2.2 - Organizational Chart



2.3 - Description of Product

The products that I sell is instant steamboat spices. There are four flavours of steamboat spices that we offer such as original, spicy, kimchi and steamboat flavours. The product that I sell is in soy sauce-based soup. Our best seller is original flavour which has sour taste as well as less spicy. Apart from that, our instant steamboat spices are suitable for all ages. Odeen viral spices is a pack Muslim product and had Jakim Halal certified. The delicious taste guarantees your satisfaction.