



اَوَّلُ شَيْءٍ تَتَكَلَّمُ بِهِ فِي مَآزِلِ  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS AND MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY

ENT 530  
PRINCIPLES OF ENTREPRENEURSHIP  
SOCIAL MEDIA PORTFOLIO



**PREPARED BY:**

NAME:	NURWAHIDA SYAFIEZA BINTI MOKHTAR
STUDENT ID:	2019868244
GROUP:	ENT530Z
PROGRAMME CODE:	BA234 (CUSTOMER SERVICE MANAGEMENT)

**PREPARED FOR:**

MADAM SITI ZAITUN BINTI SADDAM

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## **ACKNOWLEDGEMENT**

Alhamdulillah, I most grateful to Allah S.W.T. for the completion of this Social Media report as one of the requirements that need to be accomplish in the course work assessment for the code of ENT530.

Special appreciation to my parents for assisting me in completing my report by selling my business product. This report was created with the help and participation of numerous people. Not to mention one of my lecturer, Madam Siti Zaitun, and her compassion in assisting me during fulfillment of my social media business project. She has provided me with helpful guidance and information. I couldn't have finished this report without her help.

Through these issues, I've learned to be more organized and matured in managing with challenges that arise in my business. This report covers Facebook social media business, and how to market my business to get customers.

Finally, I want to thank everyone who was engaged in and participated actively or passively to this reports. I am thankful for the opportunities and effort they put into my business until I was able to successfully complete my Entrepreneurships report. I'm hoping that this social media business and Entrepreneurships report will teach me a little bit about the world of entrepreneurship and how to become an entrepreneur in the future.

## **EXECUTIVE SUMMARY**

Bayam Brazil Crispy provides customers with crispy snacks yet only one sort of flavors. Customers of Bayam Brazil Crispy include youngsters and family members. The Bayam Brazil Crispy business was launched in April 2021. Our potential customers consist of youngsters and families who have stayed at Semenyih. Bayam Brazil Crispy's marketing plan emphasis quality of the product and pricing. Bayam Brazil Crispy provides an inexpensive pricing since it can build a marketing plan that entices people to purchase Bayam Brazil Crispy product.

This social media project requires students to start and manage their individual businesses. The student should then report on the progress of the webpage, Bayam Brazil Crispy. To begin, we must register with an e-commerce website for our business. Second, in the introductory part, the name and address of the business, organizational chart, mission and vision, product descriptions, and a price list are all elaborated. Then, on the 'Creating Facebook Page,' an overview of the Facebook page structure and business information will be provided. Conversely, there's also a hyperlink to a business Facebook page in the 'Custom URL Facebook Page' area. Continued with teasers, hard-sell, and soft-sell posting afterwards. Furthermore, in the graphics parts, there is the amount of likes earned for the business page, as well as screen pictures of the regularity of posting. As a result, the social media portfolio completes the whole scope of this job.

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## **2.0 INTRODUCTION OF BUSINESS**



- **Name and Address of Business**

The name of the business is Bayam Brazil Crispy. Bayam Brazil Crispy is a snacking that suitable in all ages. The reason of this name is to promote that our Bayam Brazil Crispy to people that wants a simple and healthy snack. This business was located at No 54 Jalan 4/12 Seksyen 4 Bandar Rinching, Semenyih, Selangor.

- **Organizational chart**



**NURWAHIDA SYAFIEZA BINTI MOKHTAR**

(Agent of Bayam Brazil Crispy)

- **Mission and vision.**

**Mission:**

To ensure the highest quality of foods and the best possible services to the customers. Bayam Brazil Crispy will continuously improve all aspects of business in order to sustainable growth and profitability on meeting the needs of the present generations and also sustain the long – term success.

**Vision:**

Bayam Brazil Crispy will be customers's first choice snacks over the other snack in the market.