



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ART AND DESIGN
MARA UNIVERSITY TECHNOLOGY
CAMPUS PUNCAK ALAM

AD 241 5A

BACHELOR OF GRAPHIC DESIGN (HONS.)

ENT 530

PRINCIPAL OF ENTREPRENEURSHIP

ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO FINAL REPORT

— DAGING DENDENG



PREPARED BY:

NAME	STUDENT ID	CLASS
NUR LIYANA BINTI NOOR AZMIR	2020991717	AD 241 5C

PREPARED FOR:

MDM RAHAYU HASANORDIN

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ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful. All praises to Him and His blessings for the completion in this Social Media portfolio report. I thank Him for all the opportunities, trials and strength that have been showered on me to finish writing this report successfully.

First and foremost, I would like to express my sincere gratitude to Madam Rahayu for her guidance, understanding, patience and giving me this opportunity by providing valuable guidance throughout this Social Media Portfolio project.

Any attempt at any level cannot be satisfactory completed without the support of my family and friends who helped me a lot in voicing their opinions and guide me in making this Social Media Portfolio report, despite their schedules and project assignments, they gave me different ideas in making this project unique.

May God shower the above cited with success and honour in their life.

EXECUTIVE SUMMARY

Daging Dendeng was established in 2021 by Liyana Azmir. The business that Liyana Azmir chose is ready to eat products— Daging Dendeng which is one of her favourite food. Since Liyana Azmir is a busy student, This pre-made food that are suitable for travelers, students as well as busy workers. This specific ready to eat product is easy and quick meal to prepare and caters a balanced meal. The product price is RM18 per pouch.

Daging Dendeng is a sole proprietorship business, only has a sole owner, Miss Liyana Azmir. All responsibilities are by Miss Liyana Azmir solely. Strategies, prepare orders, sales, marketing, finances and others. This is to ensure Daging Dendeng runs well and smoothly.

Daging Dendeng's vision is to ensure the quality of ready to eat product following locals' taste buds. As ready to eat products is in pouches, Miss Liyana Azmir plans to be thorough in ensuring each pouch to be in quality condition and long lasting. While Daging Dendeng's mission is to widen customer around Semenyih as well as maintain their loyalties— helping in easing to prepare a course meal.

Daging Dendeng's marketing plan is to find customers in social media, specifically in Facebook. It contains teasers, soft sells as well as hard sells of the product business.

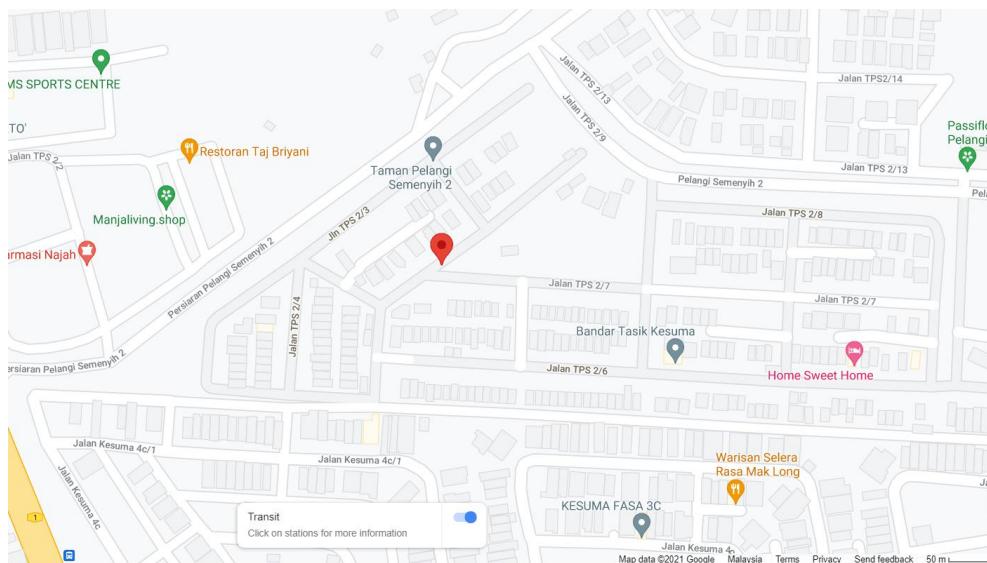
4.0 INTRODUCTION

4.1 Company Background

Product name : Daging Dendeng

Address : 65 Jalan TPS 2/5 Taman Pelangi Semenyih 2 Oakberry 43500 Semenyih Selangor

Daging Dendeng was established in May 2021 by Liyana Azmir. Daging Dendeng is Liyana Azmir's favourite food by her father. What start as always eat her father's cooking turns into a side hustle. As Liyana Azmir loves to travel sometimes, she make her favourite food into packets for her to bring anywhere and everywhere. Products are formulated to be easy to heat up for it to serve its purpose and most importantly, all precious Daging Dendeng are handle with utmost care.



Daging Dendeng business location on Google Map