



اَوْنِيُوْ رَسِيْئِيْ تِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

UNIVERSITY TECHNOLOGY MARA  
FACULTY OF ART AND DESIGN  
(BACHELOR OF GRAPHIC AND MEDIA DIGITAL)

## **ENT 530 (PRINCIPLES OF ENTREPRENEURSHIP)**



SOCIAL MEDIA PORTFOLIO: CHICKENBOUM

**PREPARED BY:**  
NUR MUHAMMAD ALWALIADDIN BIN SHAFFIAN

**GROUP:**  
AD2415D

**PREPARED FOR:**  
MADAM RAHAYU HASAN NORDIN

## **ACKNOWLEDGEMENT**

First of all, I would like to express my infinite gratitude to Allah S.W.T for having helped me simplify matters in completing my social media portfolio report successfully as well as with His guidance and blessings.

Next, I would like to thank Universiti Teknologi Mara (UiTM) for the Campus Puncak Alam, Selangor for giving me the space and opportunity to carry out this project.

In addition, I would like to thank Puan Rahayu Binti Hasanordin, the Lecturer in the subject Principle of Entrepreneurship (ENT530) for giving us the opportunity and helping us to complete the project assignment as well as providing great continuous support and guidance to me as a whole semester of my project.

Last but not least, a big thank you to my parents and family who have given their encouragement and support as well as much needed encouragement from starting until the end of my project assignment. Not to be forgotten are all my friends who have supported and shared their opinions with me throughout this assignment.



## **EXECUTIVE SUMMERY**

Chickenboum is a local brand created by us. The main objective to be achieved for this business is to offer a wide variety of chicken -based menus with special Asian tastes for our customers by offering Affordable price.

The business was operational on May 17, 2021. According to customer surveys, the menu we offer gives a unique taste as most of our menus are based on western cuisine by processing recipes according to Asian tastes. Our brand has also been liked by many for providing prices reasonable. Therefore, our menu also gives a good picture of the continuity of sales to our customers.

Since the beginning of the opening, we have received a lot of orders from customers, this has increased the demand for the menu we provide. This is a profitable sale to our business project. Therefore, the menu provided by us is an option that can be marketed more widely to grow.

## TABLE OF CONTENT

<b>Content</b>	<b>Page</b>
E- Commerce Registration	1
Introduction Of Business	2
Organization	3
Business Mission and vision	4
Description Product	5
Creating Facebook Page	7
Teaser	9
Hardsell	11
Softsell	19

## **2. INTRODUCTION OF BUSINESS**

### **A. Name and adress of business**

Chickenboum is a business name that has been determined based on the menu items we provide. The word Chickenboum refers to spicy chicken, we use this word boum to refer to a bomb that is synonymous with spicy, we are not like other brands that use the word direct. This is also one of our uniqueness. In addition, we also sell menus at affordable prices. The Chikenboum brand is located at No22, Jalan 4, Fasa2, Rumah Murah Batu 30, Batang Kali, Selangor.



This is official Chickenboum logo