



اُنْبُوْا سَيِّئَاتِيْ تَتَّكِرُوْنَ لِيْ مِنْ مَّآزِلَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF ART AND DESIGN
MARA UNIVERSITY TECHNOLOGY
CAMPUS PUNCAK ALAM**

AD 241

BACHELOR OF GRAPHIC DESIGN (HONS.)

ENT 530

INTREPRENEURSHIP

ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO

(SWEET'S MO.)



PREPARED BY:

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ACKNOWLEDGMENT

Alhamdulillah and my deepest thanks to the almighty Allah for enabling me to complete this entrepreneurship report on “Social Media Portfolio, SMP”. Thank you for the good health and body blessed by the almighty Allah have allowed me to successfully finish the task given peacefully and well.

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EXECUTIVE SUMMARY

Sweet's Mo. is an independent ownership business founded by Nur Syifa Athirah in April, 2021. High appreciation in food and sweet has gave me Miss Syifa inspiration to start a business related to food and dessert. Mochi as the product chosen is because the owner has a deep interest with Japanese food and dessert culture. In addition, the ingredient is easy to get, simple yet promising a good taste.

Sweet's Mo. offer a delicious and tasty mochi flavored that give craving satisfaction. This because the owner loves the chewy texture of mochi with simple yet tasty flavored. Homemade mochi is easily to make and can be stored up to 1-2 weeks. These makes mochi becoming a suitable product to sell. Furthermore, less ingredient needed and cheap product cost. Miss Syifa also sold the product with affordable price, from Rm5.90 to Rm7.90 for one pack depending on the flavored. These price alone is enough to give profit as the ingredient used s cheap.

Miss Syifa is hoping to keep the business running for long time. Even thought at first, the inspiration to start the business is only to fill free times and hobbies, Miss Syifa found potential in the business. She is planning to turn these hobbies into passion. Miss Syifa found it enjoyable to completely get involve with thing that she loves the most, which is foods. She was hoping that in the future, there is a place for Sweet's Mo. product in the market.

TABLE OF CONTENT

Cover Page.....	I
Acknowledgement.....	II
Executive Summary.....	III
Table of Content.....	IV
1.0. Go e-Commerce Registration.....	05
2.0. Introduction to the business.....	06
2.1. Name and Adress of the business.....	06
2.3. Organizational Chart.....	07
2.3. Mission and Vision.....	07
2.4. Description of Product.....	08
2.5. Price List.....	08
3.0. Facebook.....	09
3.1. Creating a Facebook (FB) Page.....	09
3.2. Customizing URL Facebook (FB) Page.....	10
3.3. Facebook (FB) Post Teaser.....	10
3.4. Facebook (FB) Post Hard Sell.....	12
3.5. Facebook (FB) Post Soft Sell.....	28
4.0 Conclusion.....	40

2.0. Introduction to Sweet's Mo. Business:

Sweet's Mo. is an ownership home base business selling dessert and sweet. The business was founded by Nur Syifa Athirah in April, 2021 and registered under food and beverages category. Sweet's Mo. business offer tasty Japanese sweet and dessert such as variety flavored of mochi including the original and ice-cream flavored.

Sweet's Mo. product chosen is due to the mochi ingredients are easily to get as well as the product are easy to make and can last up to 1-2week. Mochi by Sweet's Mo is produced two to three times a week to maintain the tasty flavored and chewy texture of mochi. It was produced in reasonable quantities to ensure adequate stock and no over production.

2.1. Name and Adress of the business:

Name of the business

- Sweet's Mo.

Address of the business

- Jalan Melor Tambahan, Kampung Cempedak, Kuang 48050, Rawang, Selangor.

