



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

BACHELOR OF ACCOUNTANCY (HONS)

MAC2204A

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EXECUTIVE SUMMARY

The origin of popia is a roll or wrap of wheat flour with a stuffing of vegetables, omelet and sausages which is eaten in the most South-Eastern Asia countries. However, as an entrepreneur, I come out with a beautiful combination recipes that suits nowadays Malaysian taste buds and pockets. Thus,

Aneka Popia is created in the early March 2021. Aneka Popia offer different kind of stuffings, the convenient of the product to be eaten at anytime and anywhere, plus providing you with a self-pickup as well as delivery services.

It is important for an entrepreneur to have a platform, so the engagement between seller and buyer can be happened. In this particular case, Aneka Popia has chosen Facebook as a medium for marketing and selling of the products. In this new era we were told to lessen the contacts between people, therefore Aneka Popia decided to go with online banking and e-wallet payment method. However, Aneka Popia do accept any payment made on cash. Whichever method our customer finds it comfortable to do so.

Furthermore, Facebook account is also used for Aneka Popia to do hard sell and soft sell copywriting in order to enhance customer to buy our products. We provides any sufficient information, pictures and details for customer to refer to and to gain their trusts toward our products before proceed to buying it.

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Introduction of business



Name of the product	Aneka Popia
Address	Jalan Springhill 1/29B, Bandar Springhill, 71010, Port Dickson, Negeri Sembilan
Mission	To offer popia with an extraordinary fillings and gives butterflies at a first bite
Vision	To provide delicious, seasonal food and a fun atmosphere that will bring customers back again and again.

Descriptions of Product

Aneka Popia was first established in early March 2021 by running a sole proprietorship business. The name of "Aneka Popia" is referred to the business' mission where we offered popia with various and extraordinary fillings to the potential customers.

Our popia is not just a bland food, it contains all sort of nutrients from the food pyramid in every bite. As for now, Aneka Popia has introduced popia with three different fillings that surely bring joy and fun to the eater. The three on the menu are:

- Popia Creamy Carbonara
- Popia Classic Marinara
- Popia Spicy Buttermilk Chicken

Aneka Popia is suitable to be eaten by everyone at anytime and anywhere, except for those who are allergic to the certain ingredients in our product and is a vegetarian as we used meat and chicken in it.

Aneka Popia has decided to used Facebook page and Whatsapp as a social media platforms for marketing and to outsell the product at a broader range. Hard sell and soft sell technique of copywriting will be applied on the captions to reach the potential customers anytime soon. The postings will be in bilingual of Malay and English language as some of the messages will reached the customer's attention straightaway when they read in their preferred language.