

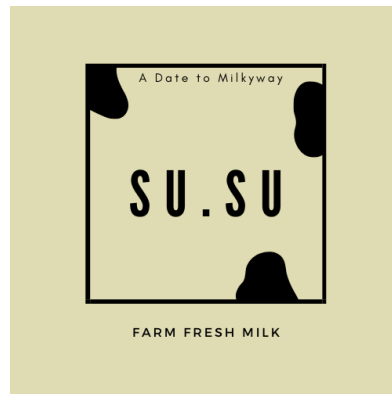


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UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP**

**ENT530**

**SOCIAL MEDIA PORTFOLIO**



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**SUBMISSION DATE** : 6<sup>TH</sup> JULY 2021

## **ACKNOWLEDGEMENT**

Bismillahirrahmanirahim,

Alhamdulillah first of all, praise to The Almighty Allah S.W.T, the most gracious for what he has granted that is giving me enough time to complete this assignment.

Next, I would like to express my gratitude to everyone that is involved directly and indirectly in helping me to accomplish this Social Media Portfolio assignment especially to my lecturer, Madam Rahayu Binti Hasanordin who have dedicated her time to teach and guide me in this subject and also in completing this assignment. I am really grateful to be given the opportunity to gain new knowledge regarding entrepreneurship and also managed to complete this portfolio within the given time.

Not to be forgotten, this assignment owes substantial heartfelt thanks and deep gratitude to my family and friends for their support and encouragement throughout the completion of this portfolio. I am truly grateful for their continuous love, support, and prayer to make it possible.

Thank you.

## **EXECUTIVE SUMMARY**

SU.SU is an online business that sell kurma milk by Farm Fresh. It was commenced on April 20, 2021, through registration at Go E-commerce website. Kurma milk that were sold by SU.SU consist of kurma milk of different packaging. From the date of its commencement, our Facebook page have grown substantially, gaining a lot of customers and attention from them. In addition, they have taken a liking to our product that is the Farm Fresh Susu Kurma. According to our customers' reviews and feedbacks, our product is liked by many of them as it gave them the unique yet premium taste of milk. Therefore, kurma milk by Farm Fresh is considered as a good marketable product that suit all ages and can be further expanded to many different areas in the future. Thus, as SU.SU's Facebook page continue to grow, we are able to improve our method of marketing, handling customers and also our method on competing healthily with competitors of similar products.

As a summary, this report provides an evaluation of my social media portfolio. It includes the introduction of business, mission and vision, product details, and my marketing method that I use to sell and promote my product by using Facebook page. The elements of marketing included in my Facebook page are the URL of SU.SU's Facebook page, the Facebook page itself, teaser posts, hard sell posts and also soft sell posts and at the end, this report is concluded in a conclusion section.

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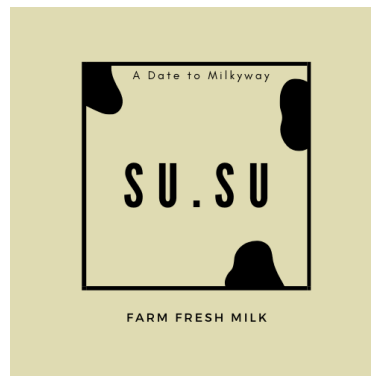
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## 2. INTRODUCTION OF BUSINESS

### 2.1. Name and Address of Business

SU.SU is a business that sell kurma milk by Farm Fresh.and the name is decided based on the product itself that is milk. SU.SU is a Malay word of milk, that is susu which then became SU.SU in order to suit it to become a company's name and logo. As for the beige colour, it is inspired by the colour of the kurma milk itself while the cow patterns included in the logo is to indicate that the milk that we sell is from cow's milk.

SU.SU's motto 'A Date to Milkyway' is a metaphor that symbolize the deliciousness of our product when being consumed that will take the consumer to a beautiful date in the milky way.



<b>Name of Business</b>	SU.SU
<b>Business Address</b>	Jalan Metafasa U16/1M, Elmina West, 40160 Shah Alam
<b>Telephone Number</b>	011-59354004
<b>Main activity</b>	Retail sale of beverages product