



UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF HUMAN RESOURCES (BA243)
PRINCIPLE OF ENTREPRENEURSHIP (ENT530)



Assignment Title:
“SOCIAL MEDIA PORTFOLIO”

Prepared by:

NAME	NURSYUHADATUL AISYAH BINTI SANUDIN
MATRIX NUMBER	2019814356
GROUP	BA243/ ENT530X

PREPARED FOR:
MADAM RAHAYU HASANORDIN

Table of Contents

ACKNOWLEDMENT	1
EXECUTIVE SUMMARY	2
1.0 BODY OF REPORT	3
1.2 Go-Ecommerce Registration	3
1.2 INTRODUCTION OF BUSINESS	4
1.2.1 Name and Address of Business	4
1.2.2 Mission and Vision	5
1.2.3 Organization Chart	6
1.2.3 Description of Products	7
1.2.4 Price List	8
1.3 FACEBOOK (FB)	9
1.3.1 Creating Facebook Page	9
1.3.2 Creating URL Facebook (FB) Page	10
1.3.3 Facebook (FB) Post – 7 Teaser	11
TEASER 1.....	11
TEASER 2.....	12
TEASER 3.....	13
TEASER 4.....	14
TEASER 5.....	15
TEASER 6.....	16
TEASER 7.....	17
1.3.4 FACEBOOK POST – HARD SELL	18
HARD SELL (1)	18
HARD SELL (2)	19
HARD SELL (3)	20
HARD SELL (4)	21
HARD SELL(5)	22
HARD SELL (6)	23
HARD SELL (7)	24
HARD SELL(8)	25
HARD SELL(9)	26
HARD SELL(10)	27

ACKNOWLEDMENT

First of all, I would like to express my gratitude to Allah S.W.T for giving me this opportunity and easy my path to complete this task. Without His blessings, I would have not completed this assignment punctually and successfully.

Next, I am grateful to have Madam Rohayu Hasanordin as my lecturer this semester for the course of Principles of Entrepreneurship (ENT530). I would like to thank for her great guidance in monitoring and encouraging completing this assignment. She is very helpful person where she always keeps updated and help us in progression of this subject.

I would also like to thank my parents for giving me moral support and understandings throughout this task.

Last but not least, I am blessed and fortunate to have helpful friends who also have helped me in completing this task by practicing give and take.

EXECUTIVE SUMMARY

My business is called Nang Nyaman which falls under the category of baking industry. My product was born when my sister and I did not find our perfect preferences in curry puff actually which does not crispy and tasty filling in the mouth. This business is located at Kampung Jaya Baru, wdt 63 90200 Kinabatangan, Sandakan, Sabah.

I targeted curry puff lovers, foodies, families, local communities, and, local restaurant and coffee shop as my customers. Nang Nyaman is located in Sabah specifically in Kinabatangan because it is easier for me reach my potential customers. Nang Nyaman offers affordable package which are “Pek Kudap” and “Jumbo” with premium quality. Pek Kudap is only for RM10 for 11 pieces and Jumbo is only RM35 for 40 pieces of curry puff.

Nang Nyaman uses social media like Facebook Page and WhatsApp as a platform for social advertising.

1.2 INTRODUCTION OF BUSINESS

1.2.1 Name and Address of Business

My business name is “Curry Puff Nang Nyaman”. This business has been established since 2020, selling delicious crispy curry puff. The premise of this business is located at Kampung Jaya Baru, wdt 63 90200 Kinabatangan, Sandakan, Sabah. This location is near to my house and considered as a strategic area since it is near to any town such as Sedco, Police Station, Supermarket, Hospitality & utilities and more. It is also located near with the Servay Supermaret and Mama Faiz Bakery- baking stores which eventually made easier for buying the supplies. Nang Nyaman is a local food brand product which has been established since Sept 2020 and popular with their Curry Puff or known as Karipap. Nang Nyaman is owned by a local person and homemade product. The Karipap is full of flavor which are different with other Karipap because it tastes sweet, spicy and crispy.

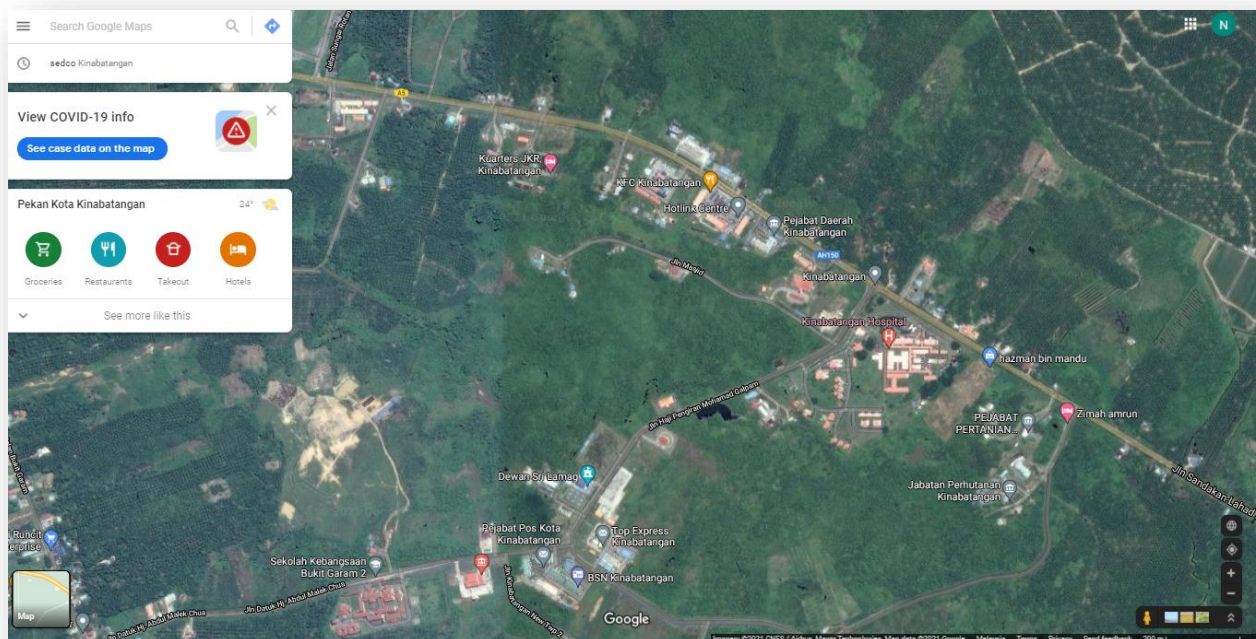


Figure 1 Location Business at Pekin Kinabatangan