



اَوْبُوْ سَيِّدِيْ تَيْكُوْ لُوْ كِيْ مَارَا  
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HUMAN RESOURCE MANAGEMENT  
FACULTY OF BUSINESS MANAGEMENT  
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**INDIVIDUAL ASSIGNMENT  
SOCIAL MEDIA PORTFOLIO  
ENT530**

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Thank you.

## **EXECUTIVE SUMMARY**

This proposal is based on a sole proprietorship business that have been established since 8 April 2021 by the owner named Norizzaty binti Norazmi. The owner has created a business by making some innovation on the existing product to being more unique and interesting. This business is selling traditional dessert known as 'kuih keria' with some innovation to the customers. The name of the business is Mini Keriaball which showing that this business is selling Keria. The owner of this business providing a unique Keria with affordable price to the customers. She also providing a good service to serve the customers.

In order to growth this business, the owner take the opportunity to market the business through online platform. The owner has utilizing the Facebook page for the purpose of online marketing campaign. The Facebook page name is Mini Keriaball. This is where the business can be promoted to the customers around Malaysia. However, there are few tips that have been used to growth the business market. Other than that, the owner has used the good technique for the postings in the business Facebook page. The postings have been separated to three types which are teasers, hard sells and soft sells. All of the postings have been include with the graphics to attract the customers. In addition, the postings created to approach customers to buy the product in different ways.

## TABLE OF CONTENTS

<b>GO-ECOMMERCE REGISTRATION (PRINT SCREEN)</b> .....	1
<b>INTRODUCTION OF BUSINESS</b> .....	3
<b>Name and Address of Business</b> .....	3
<b>Organizational Chart</b> .....	3
<b>Mission and Vision</b> .....	4
<b>Descriptions of Products and Services</b> .....	4
<b>Price List</b> .....	4
<b>FACEBOOK (FB)</b> .....	5
<b>Creating Facebook (FB) page</b> .....	5
<b>Customizing URL Facebook (FB) page</b> .....	6
<b>Facebook (FB) post - Teaser</b> .....	7
<b>Facebook (FB) post – Copywriting (Hard Sell)</b> .....	11
<b>Facebook (FB) post – Copywriting (Soft Sell)</b> .....	27
<b>CONCLUSION</b> .....	43

## INTRODUCTION OF BUSINESS

### Name and Address of Business

The business name is Mini Keriaball as describing our product. The name chosen as to shown that we are selling Keria but in a unique shape which is like a ball. Our business trademark is “Your Sweets Soft Crunchy Keria” which shows our Keria Ball tastes. Mini Keriaball business are located at 28C-3-C Pangsapuri Meru Ehsan, Persiaran Hamzah Alang, 41050 Klang, Selangor which is the strategic place to growth this business. This location is near to the customer to come. However, our business has offered delivery service to the customer who are near to our business area.

### Organizational Chart

There are only consist of one person which is the owner of the business. It is because Mini Keriaball is a sole proprietorship business.



Norizzaty binti Norazmi  
**(Founder)**



Norizzaty binti Norazmi  
**(Staff)**