



اَوْنِبُوْرَسِيْتِي تِي كِنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION

OF HUMAN RESOURCES MANAGEMENT (HONS)

ENT530 : PRINCIPLE OF ENTREPRENEURSHIP

GROUP: ENT530X

ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

PREPARED BY:

NAME	MATRIC NUMBER
NURYANTI BINTI KAMARUDIN	2020960809

PREPARED FOR:

MADAM RAHAYU BINTI HASANORDIN

Table of Contents

ACKNOWLEDGEMENT	3
EXECUTIVE SUMMARY	4
Go-Ecommerce registration.....	5
Introduction to Business.....	6
Name and Address of Business	6
Organizational Chart.....	6
Mission and Vision.....	6
Description of Product.....	7
Price List.....	8
TEASER.....	10
SOFT SELL.....	18
HARD SELL	35
CONCLUSION.....	52

ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah SWT, The Almighty, for His shower of blessing throughout my journey in finishing this portfolio project by providing the comfort and guidance to enable me to complete this report.

Plus, this journey would not have been possible without the support from my lecturer, Madam Rahayu binti Hasanordin, lecturer for Principles of Entrepreneurship, University of Technology MARA. Moreover, she has been providing us with proper guidance to finish the report. Our eager in learning cannot be compared enough with her dedication in teaching me and my classmate.

Last but not least, I am extremely grateful to my classmates and family members for being supportive throughout the whole journey. Their understanding, list of prayers and loves have sent such a beautiful impact in my lifetime.

EXECUTIVE SUMMARY

Kek Batik Indulgence is the name chosen for my social media business that has been officially established on May 7th, 2021. This business is solely selling Kek Batik and it comes with variety of shapes and toppings. For now, the business only uses Facebook as the way for communicating with customers and it is only based on Federal Territory of Labuan area.

In this portfolio report, I have recorded all of the essentials needed for the business such as the introduction to business until the way I promote my product by using social media platform. In addition, I have written a few of valuable lessons that I have got while doing this portfolio for my business in the conclusion area.

The purpose of writing this portfolio is to summarize all of the things I have done to build up my online business and to look forwards things that I can made to achieve more sales in the near future. By doing this portfolio, it also helps me to identify and improve my copywriting styles to increase the attraction from customers towards my business.

Introduction to Business

Name and Address of Business

Kek Batik Indulgence W.P Labuan is the name chosen for this business. The name is obtained through a combination of the main product name, which is Kek Batik Indulgence and the place that I currently live and run the business, in Wilayah Persekutuan Labuan (Federal Territory of Labuan).

The address for this business is No 4105, Blok 4, Taman Perumahan LDA, KG. SG Bedaun, 87000, W.P Labuan. The main business telephone number is 011-40117261 official Facebook page is 'Kek Batik Indulgence W.P Labuan'.

Organizational Chart

This business is a sole proprietorship business. This is because, it is just a small business run by me. Therefore, the organizational chart only consists of the owner of Kek Batik Indulgence W.P Labuan.



NURYANTI BINTI KAMARUDIN

OWNER OF BUSINESS

Mission and Vision

Mission:

- ✓ To sell 100 Kek Batik Indulgence by the end of 2021.
- ✓ To deliver great customer satisfaction.
- ✓ Built up more recipe for Kek Batik Indulgence.

Vision:

- ✓ To open Kek Batik Indulgence branches all around Malaysia.