



اَوْنِيُوْرَسِيْتِيْ مَارَا تِيَكُونُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
HUMAN RESOURCES MANAGEMENT
UNIVERSITI TEKNOLOGI MARA, SELANGOR CAMPUS
PUNCAK ALAM BRANCH**

**ENT 530
PRINCIPLE OF ENTREPRENEURSHIP**

**INDIVIDUAL ASSIGNMENT:
SOCIAL MEDIA PORTFOLIO**

**GROUP:
ENT 530 X**

**PREPARED BY:
NUR HIDAYAH BINTI ZOLAZMAN
(2019653602)**

**PREPARED FOR:
MADAM RAHAYU BINTI HASANORDIN**

**DATE OF SUBMISSION:
9 JULY 2021**

ACKNOWLEDGEMENT

Praise to Allah for the strength given, finally I have done my Individual Assignment, which is the Social Media Portfolio, or SMP. This project is one of the requirements for the course work assessment for ENT 530, Principles of Entrepreneurship, which must be taken this semester. There are so many people I would like to thank for their support and kindness.

First and foremost, I would want to express my sincere appreciation to my beloved parents and relatives for their help in completing this social media portfolio. Thanks to all of their shares and likes on my Facebook page and each of my posts because I was able to obtain a large number of likes for my social media portfolio.

In addition, not to be forgotten are our lecturers, particularly Madam Rahayu binti Hasanordin, for her compassion, commitment, and advice in assisting me and my classmate through the completion of this individual work. She has provided great information and some techniques on how to make a social media portfolio by creating a Hardsell, Softshell, and Teaser in Facebook regarding the business I have chosen. I would not be able to write a thorough report on the social media portfolio without her guideline.

Finally, I was incredibly thankful to those who had directly participated and contributed to the completion of the Social Media Portfolio for their effort and initiative in helping me until I had successfully accomplished my specific task. I apologise to all other unnamed individuals who assisted me in various ways, and I hope that this portfolio can educate everyone a little more about the world of entrepreneurship and how to become an entrepreneur in the future.

Thank you.

EXECUTIVE SUMMARY

NH Chocomunchies marketed the Classic Chocomunchies which is chocolate coated cornflakes. The tagline of this business is “JomBermunchies”. It is also wrapped in a thick layer of chocolate that's very crunchy, scrumptious, and addictive. Chocomunchies are made with excellent chocolate and crunchy cornflakes. In the meant time, we also offer cornflakes chocolate at a cheap price with a great level of client satisfaction.

In addition, NH Chocomunchies was launched in the middle of April 2021. This product, according to the initial batch product release, provides an excellent view for the customer's continuous sale. It is because many customers have commented that our product is distinctive in terms of packaging and taste. Also, the crunchy textures and delicacy make our customers fall in love with the product and request it over and over again.

As a result, for the first batch of product release, NH Chocomunchies sold more than 7 jars. Because I was basically a drop shipping agent, this is the most significant achievement for this business. This achievement has benefited in a little way to my profitability. This is something that helps me build a large customer base by using their positive feedback to boost my sales. I believe that NH Chocomunchies will continue to expand throughout time, with a wide range of flavours that will be added to and expanded to many different areas in the future.

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2.0 INTRODUCTION OF BUSINESS

2.0 Name and Address of Business

NH Chocomunchies is the business name I chose for the main product in my social media portfolio. NH Chocomunchies is a combination of these two concepts that stands for Nur Hidayah, which is my name. Chocomunchies, in the meantime, describes the product I have chosen for this business. This business's motto is "Chocolate Coated Cornflakes in the Town," and it is created locally, demonstrating that cornflakes chocolate is worth purchasing when you are craving fine chocolate. My target age group is 7 to 55 years old, which is perfect for individuals who loves chocolate.



Figure 1.1 NH Chocomunchies Official Logo