



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**ASSIGNMENT TITLE:
SOCIAL MEDIA PORTFOLIO**



**COURSE:
PRINCIPLES OF ENTREPRENEURSHIP**

**COURSE CODE:
ENT530**

**PROGRAM:
BA243**

**CLASS:
ENT530X**

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Acknowledgement

First and foremost, praises and thanks to the God, the Almighty, for His showers of blessings throughout my ENT530 assignments and report work to complete successfully.

I would like to express my deep and sincere gratitude to my ENT530 lecturer, Madam Rahayu Binti Hasanordin for giving me the opportunity to do this assignment and providing invaluable guidance throughout this assignment. Her dynamism, vision, sincerity and motivation have deeply inspired me. She has taught me the methodology to carry out the report and to present the report works as clearly as possible. It was a great privilege and honor to work and study under her guidance. I am extremely grateful for what she has offered me. I would also like to thank her for her friendship, empathy, and great sense of humor.

I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing me for my future. Not to forget, thanks to my friends who helped me a lot in finishing this assignment within the time. Last but not least, our gratitude to Allah, the Almighty for making this possible.

Executive summary

Babsy Bakes is a business of sole proprietorship that sells products and services. Babsy Bakes is a company actively established and own by the sole proprietorship. The owner had to producing or manufacturing the product so that her business can concentrate on the production of the Choux au Craquelin, and provide excellent products to her customers by supplying her products according to demand

The services of the company offers is delivery of company's products to the customers. This company will conduct its business temporarily in online platform due to COVID19 outbreak. This business will operate at Metrocity Matang Kuching, Sarawak which is in the owner very own house since the business is still new in the industry. The main business activity is to provide a products and services to all targeted public members with all their products offering that is uniqueness and tasty flavors of homemade Choux au Craquelin with high quality of outcome.

In this Social Media Portfolio report shows this business activity engage with audiences and engage with public in social media platform, specifically Facebook. Despite COVID-19 outbreak, it has shut down many businesses and entrepreneurships that contribute to huge impact of the fallen economy in our country into critical conditions. However opening an online business can help entrepreneurs operate their business in conjunction of Movement Restriction Order (MCO) by the government. Social media selling or online selling help the business see the opportunity to run and operate the business. This report consist of social media portfolio and activities interacting and engaging its audiences to keep in touch with the customers.

Table of contents

ACKNOWLEDGEMENT.....1

EXECUTIVE SUMMARY.....2

1.0 GO-ECOMMERCE REGISTRATION.....4

2.0 INTRODUCTION.....5

 2.1 Name and Adress of Business.....5

 2.2 Organizational Chart.....6

 2.3 Mission and Vision.....6

 2.5 Description Of Products And Services.....7

 2.5 Price List.....8

3.0 FACEBOOK.....9

 3.1 Hard Sells.....13

 3.2 Soft Sells.....29

4.0 CONCLUSION.....45

2.0 Introduction of business

Name and address of business

The name given for my business is “Babsy Bakes”. It has been decided to name company as the Babsy Bakes where it is clearly explain nature of business. It resemblance the company background that the business is bakery and selling cake type to the consumers and customers. The company can ensure that anyone will understand the concept of business by just referring to the company’s name. The summary of Babsy Bakes business, the business provide products and services that sells Choux au Craquelin filled with pastry cream that is a have unique pattern and tasty flavour that will give the best experience to all consumers with affordable price for anybody with different financial status. By the name of the company, it is obviously tells customers who own the business by just reading its name. The business shares publicity with the person that own the business. The “Bakes” explain the name the company that resemblance of a business in a bakery industry.

Choosing the suitable location is a very important process that has to be consider before initiating any business. It can decide the business success in the future. Babsy Bake is a new in the bakery industry so the business does not have any store and sells or promoting their product through Facebook, Instagram and Whatsapp only. The business started on a small scale as a starter and just processing the product and carry out management activities in her own house before the business grow bigger. The business location or owner house is located at Metrocity Matang Kuching, Sarawak. Kuching demographic characteristics and location make it an ideal place to open a this bakery business. The city has a large population of children and young adults, which are segments of the population that are sweet tooth. Also, with a large state university and housing area are only one mile away from her house, she expect to attract a number college and young customers. These factors lead her to believe that Kuching is a perfect place to open this business.