



اَوْبُوْرُ سَيِّتِي تَيَكُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN  
RESOURCE MANAGEMENT**

**PRINCIPLE OF ENTREPRENEURSHIP**

**(ENT 530)**

**SOCIAL MEDIA PORTFOLIO**

**PREPARED BY:**

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## ACKNOWLEDGEMENT

First and foremost, Alhamdulillah and praises in the name of Allah SWT, the most beneficent and merciful, who has blessed us with excellent health and wisdom to finally finish this assignment. This report, titled 'Social Media Portfolio,' is one of the assessments that must be completed as part of the topic ENT530: Principles of Entrepreneurship. I'm relieved that I'll be able to finish this portfolio without any major problems.

We would like to express our heartfelt appreciation to our lecturer, Madam Rahayu Binti Hasanordin, for leading us through this semester to conduct this online business and for providing moral support in a variety of subject-related matters. She has sent us some guidance on how to make the portfolio and how to update on our Facebook page, whether it is a teaser, soft sell, or hard sell. Nonetheless, she has been a tremendous support to us, even amid the hardships that we have had to endure in this ODL due to the pandemic.

I just want to express my appreciation and say thank you to all my wonderful customers who can embrace my services and purchase my product. My team and I will work together to develop our services and provide a great experience for prospective customers.

Finally, I'd like to thank my supportive parents and friends for supporting the FB page and business in a variety of ways to assist me in accumulating the number of Likes needed for the assignment. Their encouragement and support will always be in my heart as I work to complete this task.

## **EXECUTIVE SUMMARY**

Dadicted offers a mouthful of classic Malay dessert, also known as 'dadih,' that we elevate in taste and flavor for our beloved customers. Our company provides affordable products and services that can satisfy the craving consumer who wanted a special taste of 'dadih' by providing a variety of flavors that are common among Malaysians. Furthermore, we provide a next-day delivery service on Mondays, Wednesdays, and Fridays to guarantee that the customer receives the freshest product possible so that they can enjoy their choice of dadih in bliss.

Our target audience is a group of people with a sweet tooth, especially teens and children who enjoy trying new desserts that suit their tastes. Dadicted also targets any events such as weddings, birthday parties, and any banquet whether on a small or large scale to take advantage of the large crowds and promotions provided by us where any bulk orders can get special prices and discounts.

Moreover, we have a particular region and coverage for our unique taste of dadih, such as in Selangor and Kuala Lumpur, with certain delivery charges. One of the reasons we made that decision was that we needed to deliver the dadih as quickly as possible, and the product, due to its taste, cannot last forever unless kept in a cold or refrigerated environment. We just choose the best options for our cherished customers to enjoy their dadih.

Dadicted's marketing strategy is to offer a range of flavours of dadih at reasonable prices, which is special in the market. As a result, the distinct flavour of hand-crafted dadih is one of the factors that can be incorporated into our marketing effort to draw more consumers.

Dadicted is now led by Muhammad Daniel, Hariz Azfar, and Ungku Izzat, who each play a specific role in the organization. Our company uses Facebook and Instagram as a medium to draw online customers, raise product visibility in the business community, and increase revenue all at the same moment. We will advertise Dadicted products and services on Facebook through teaser posts, soft sells, and hard sells as part of our strategy to spread the word about our business.

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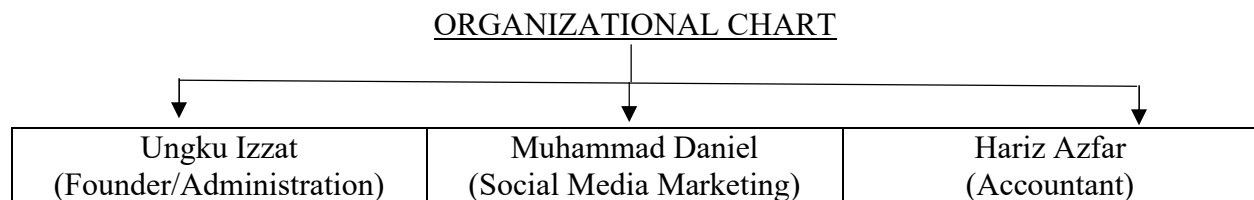
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## **INTRODUCTION OF BUSINESS**

### **4.1 NAME AND ADDRESS OF BUSINESS**

The company is called 'Dadicted,' and it was formed on July 26, 2020. The nature of the business is food and beverages, with a specialty on desserts. Dadicted is located at No. 31 Jalan 6b/6 Seksyen 16 43650 Bandar Baru Bangi, Selangor. Furthermore, as our tagline goes 'Kami agih, anda ketagih' which implies that our dadih is unique and also the taste is different from any other dadih in the market.

### **4.2 ORGANIZATIONAL CHART**



### **4.3 MISSION AND VISION**

#### Vision

To become a well-known dadih in Malaysia that serves the best dadih at an affordable price for customers.

#### Mission

1. To deliver great services to the customer.
2. To make the customer known the taste of our special creamy dadih.
3. To become the customer's first choice for the Dadih brand.

### **4.4 DESCRIPTION OF PRODUCTS / SERVICES**

Dadicted is a company that sells dadih, a traditional Malay delicacy that comes in a range of flavours. Two top-selling dadih, Creamy Choc with Oreo and Creamy Choc, have been picked for this assignment. We are offering this dadih because desserts that lack a balanced diet and are unable to fill you enough are prevalent in Malaysia. As a result, we devised a strategy to make a new and enhanced dadih recipe that can satisfy both lacks desire.