

**BA243: HUMAN RESOURCE MANAGEMENT** 

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

## SOCIAL MEDIA PORTFOLIO

## PREPARED FOR:

# PREPARED BY:

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## 1.0 Preliminary materials

### 1.1 Acknowledgement

In the name of Allah, the most beneficent and merciful who provide me strength, knowledge, ability to accomplish this portfolio. This portfolio is given to completed the subject of ENT530, Principles of entrepreneurship in social media portfolio.

I would like to express my gratitude to my lecturer, Rahayu Hasanordin. Who help me and others in completing our assignment with her guidance and moral supports. She provided us with guidelines, rubrics and instructions to create a good business.

On the other side, I am very thankful that University technology Mara (UiTM) for making this subject as compulsory, as it gives us experience in creating business and new knowledge to get side income. Not to forget, my classmates and friends who always remind me and taught me in doing assignments and completing other group assignments. Lastly, an honorable for those who likes on my Facebook page and reach out to me to support my business.

## 1.1 Executive Summary

Raya box marks that Raya celebration is around the corner, most people buy gifts for their loves one to show loves. In conjunction with Raya Festival on May 2021, Tupperware is launching new Raya gift set. The main objective is to achieve customer satisfaction during the Raya celebration.

Our business started on 1<sup>st</sup> April 2021. According to customer review, our product shows a high quality and prestigious gifts because of the combination of Tupperware set and cakes inside. Tupperware is known as their quality material that can lasts long. Not only that, cakes in the set comes with unique flavor which is moist chocolate cake with orange peel and moist strawberry cake.

Our target audience is young adult and adult age range that looking for gift set to give the gifts to their loved ones. The marketing strategy used in Raya box is branding by Tupperware as it is very well known brand in Malaysia or even outside Malaysia. Our main platform for our business is Facebook page to attract customers, give awareness and generate sales. In our facebook page, we provide teaser, soft sell and hard sell to promote our product.

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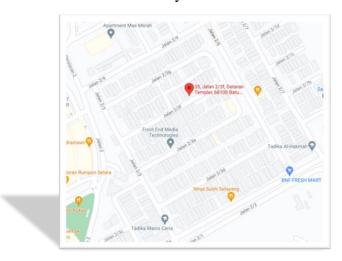
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#### 3.0 Introduction of business

#### 3.1 Name and address of business



The name of Raya box can be described as for upcoming Raya celebration in Mei 2021. The welk-known Tupperware brand launch their Raya box edition. As for this year, buyer will receive box of Tupperware with food inside. In order to grab buyer attention, I used Raya box instead as it is more friendly and authentic.



Raya Box located at NO 35, Jalan 2/3F, Dataran Templer, 68100 Batu caves, Selangor.

The process of manufacturing is located at the warehouse and not involving me directly, my job is to keep the stock and doing postage or delivery to customers. This is reason why I can just work from home, anytime and anywhere. This is very convenient for me as the postage store is nearby my house and does not involve many movement.