



اَوْبُنُو سَيِّدِي تَتِيكُونُو لَوِي كِي مَارَا
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MARA

BA243: HUMAN RESOURCE MANAGEMENT
ENT530: PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO

PREPARED FOR:

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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.

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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 1st 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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