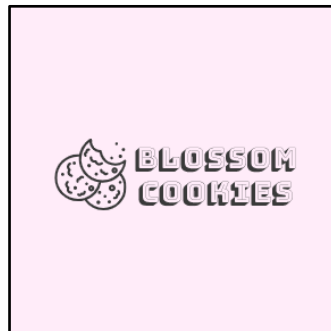




SOCIAL MEDIA PORTFOLIO: BLOSSOM COOKIES



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2nd JULY 2021

ACKNOWLEDGEMENT

Assalamualaikum warahmatullahi wbt.,

Praised to be Allah, finally I managed to complete the Social Media Portfolio to meet one of the Continuous Assessment requirements for the Principles of Entrepreneurship (ENT530) course syllabus.

I would like to thank my parents who never tired of supporting me, understanding me as I prepared the assignment and helped to share their personal experience and opinions even a little, but it means for me to succeed in this assignment.

Next, I would like to thank my esteemed Principles of Entrepreneurship lecturer, Dr. Muhammad Iskandar Hamzah for all the in-depth explanations regarding this assignment, helped me in resolving all the confusions that were playing in my minds as well as advice to further improve the quality of my work.

Not to forget also, I would like to thank my coursemates who also exchanged views with me as one of the ways to improve the quality of my reports.

THANK YOU

EXECUTIVE SUMMARY

Blossom Cookies is a small business that makes, selling and delivering modern cookies. It was started informally (unregistered) by me in early 2021. One of the main reasons I chose to set up my own business selling cookies was to gain experience being an entrepreneur at a young age and learn to operate a business that is said to be very difficult by the public.

Since this business is still new in the industry, I did not make a large investment to continue opening a physical store, instead, I used the latest technology to introduce and expand Blossom Cookies to the local community which is Facebook. As of June 2021, the Blossom Cookies page has managed to garner 118 likes and is followed by 122 Facebook users! This shows Blossom Cookies is slowly being in the minds of the community when talking about modern cookies. Expected by the end of 2021, Blossom Cookies will garner up to 300 likes and be followed by 400 Facebook users as well as expanding its brand to Instagram as well as well-known e-commerce platforms such as Shopee and Lazada.

When Blossom Cookies was set up, I introduced three main products namely Cadbury Creamy Cheese, Crunchy Cornflakes and Nutella Pod which came with 5 different variations. Product prices start as low as RM 25 - RM 40 for a single set and RM 100 for a combo set option. After more than 6 months of operation, Blossom Cookies managed to get sales of up to RM 500 per month, but it depends on the demand in the market.

Among the specialties of my product is that it is made from fresh and premium ingredients, the taste and appearance of the biscuits are fresher, easy to eat by all ages, suitable to be eaten at any time and give enough enjoyment to the buyers.

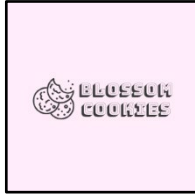
For now, I limit the Blossom Cookies order area around Ipoh, Perak only as the movement of people to other districts and states is limited by the implementation of total lockdown.

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2.0 INTRODUCTION OF BUSINESS

2.1 Business Information Sheet

Name of Business (with logo)	:	Blossom Cookies 
Name	:	Muhamad Firdaus Bin Zaidi
Phone number	:	011-2197-2094
Email	:	blossomcookies435@gmail.com
SSM registration	:	-
Official business email address	:	-
FB webpage address	:	https://www.facebook.com/blossomkukis
Instagram link	:	-
Brand name	:	Blossom Cookies
Online business mode	:	Brand owner
Nature of business	:	Making, selling and delivering modern cookies
Type of products	:	Food and beverages
Main competitors	:	1. Mellow Crunch 2. Mamasab Cookies 3. Rielkies 4. Chocodap's Cookies
Startup capital	:	RM
Product selling price	:	RM 25 – RM 40 (individually)
Cost of the product	:	RM 267.40
Supplier / Brand Owner Name	:	-
Contact Details of Brand Owner	:	-
Social Media Account of Brand Owner	:	-
Website address of Brand Owner	:	-