



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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BACHELOR OF THEATRE (HONS) SYNOGRAPHY
(FF235)

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

“SOCIAL MEDIA PORTFOLIO”



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I would like to give appreciation to my lecturer, Madam Norfazlina because guiding me from the starting of this task until the end of it, explaining the detail of assignment, reprimand my mistakes and many more. I have learned a lot from this assignment including how to manage our time during running a business while focusing on study at the same time.

Through these problems, I manage to become more organize and mature in dealing with problems that occur during my business. This portfolio covers social media business using Facebook, sales revenue, creating soft sell, creating hard sell and create a teaser to attract customers. Lastly, to those who had involved and contributed directly or indirectly to this portfolio, I am very grateful to them for the effort and initiative that they have shown in my business until successfully completed my portfolio report.

Executive summary

Hot Pizza Shop focused on a fast food that produces innovative, interesting, and unique recipes and products. The Company aims to achieve a preeminent position in the retail fast food industry channel based on the concept of cultivating loyal, brand specific consumer segments within the targeted market.

Awareness of good quality in making a unique pizza is on the rise. Good pizza is a rare combination of nutrition, convenience, and luxury. Today's consumer has less time to create wholesome, handmade pizza, but increasingly appreciates the nutritional and sensory benefits it provides. Good pizza absorbs the antioxidant Lycopene, fresh veggies are one of the healthiest toppings and thin-crust pizza offers a better-balanced meal. Good pizza never goes out of style.

Hot Pizza will produce and sell unique quality pizza, the size of the pizza that can be provided to the residents and community who loves eating pizza. The Company will focus on new innovation both terms of product, highly trained expert staff and excellent delivery

Our business was started on early April of 2020. Hot Pizza has the potential for high growth, the first three years will be spent establishing company financial stability and increasing market share. After establishing the operation, the company will explore the possibility of making sales of pizza to nearby area through supplier, dropship and cooperating agent. Delivering wholesale pizza and baked goods to area restaurants and specialty retailers will also be considered.

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2.0 INTRODUCTION OF BUSINESS

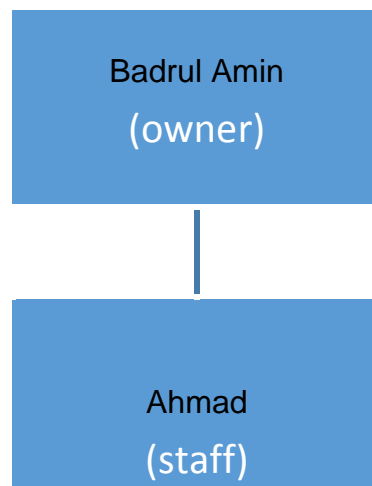
2.1 Name and address of business:

Hot Pizza is the name of our company and the term “hot” are taken based on the baked pizza from the oven. The reason is because most of our products are some kind of pizza, beverages also biscuits that have special drinks and toppings that surely make everyone fall in love into it. As it is the best sell ever and many unique of recipe to make the pizza, we agreed to put ‘Hot Pizza” as the name of our business company.

We are based in shop yard which it was a develop town that located near and next to our city which is Shah Alam. Other reason is because me as the owner are stay in Shah Alam and I think I know how good it can be for the target market or target people here since the population are more than 500,000 peoples. Since we are in a first step, we only operate our business activity in shop yard area the town.

2.2 Organizational Chart

Hot Pizza is worked by the Owner, Badrul while assisted by the staff, Ahmad. Since we were a Small Medium Enterprise (SME), the size of organizational chart is not big.



2.3 Mission and Vision Vision

We strive to take over the fast food business and become a uniquely recognize entity in fast food by empowering recipe and design to deliver complete customer satisfaction also to be a caring and well-run organization for our business partners, customers, and employees.