



## SOCIAL MEDIA PORTFOLIO



### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME** : ARTS MANAGEMENT (FF236)  
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## TABLE OF CONTENT

<b>PAGE TITLE PAGE</b>	<b>i</b>
<b>ACKNOWLEDGEMENT</b>	<b>ii</b>
<b>TABLE OF CONTENT</b>	<b>iii</b>
<b>LIST OF FIGURES</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>iii</b>
<b>EXECUTIVE SUMMARY</b>	<b>iv</b>
<b>1.0 GO -ECOMMERCE REGISTRATION</b>	<b>1</b>
<b>2.0 INTRODUCTION TO BUSINESS</b>	
2.1 Business Information	2
2.2 Organizational Structure	5
2.3 Mission and Vision statement	6
2.4 Description of Products/Services	6
2.5 Price List	8
<b>3.0 FACEBOOK (FB)</b>	
3.1 Creating Facebook (FB) page	9
3.2 Facebook (FB) post – Teaser	12
3.3 Facebook (FB) post – Copywriting (Soft sell)	19
3.4 Facebook (FB) post – Copywriting (Hard sell)	35
<b>4.0 CONCLUSION</b>	<b>51</b>

## **EXECUTIVE SUMMARY**

The assignment is the study how to run a business by using the social media. I have chosen a business to be run by me which is a business of selling cookies for events such as wedding ceremony, tahlil ceremony, birthday event and others. By doing this business, I have learned on how to promote my products by using social media which is Facebook. Facebook is a social networking and e-commerce site that makes it a strategic platform for entrepreneurs to market their products or services. While doing this assignment, I have learned on how to create sale postings by using teaser, soft sell and hard sell. Actually, an entrepreneur has to be proficient when closing sales using effective 'soft sell' to answers customers enquiries. Furthermore, I have learned on how to attract customers and introduce our product to customer The Chocolate Chip offers a variety of chocolate chip cookies for customers. The main product is basically chocolate chip cookies with a variety of flavours such as chocolate, raisins and etc. The Chocolate Chip was started in April 2021 .

## **2.0 INTRODUCTION BUSINESS**

Chocolate Chips Cookies is the name of my business and located at Kampung Dangar, 17000 Pasir Mas, Kelantan. This product is homemade cookies and this cookies been produced at my house which is located in Pasir Mas, Kelantan. The vision of my business is the satisfaction of customer is our priority. While for my mission of business is to market my product well known in Malaysia.

I will produced 30 jar of cookies with 3 different flavour. The flavour of my cookies is Chocolate Chip Original, Chocolate Chip with Red Velvet and Chocolate Chip with Nutella. The price is so affordable to all customers. The price for Chocolate Chip Original (RM20), Chocolate Chip with Badam (R21) and Chocolate Cookies with Nutella (RM21). To make customer satisfied about my product I offer to them delivery service without any charge.