



**UNIVERSITI TEKNOLOGI MARA
CAWANGAN SELANGOR
KAMPUS PUNCAK ALAM**



**SOCIAL MEDIA PORTFOLIO
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**FACULTY & PROGRAMME : FACULTY OF HOTEL & TOURISM MANAGEMENT
(HM241)**

SEMESTER : SEMESTER 3

**PROJECT TITLE : SOCIAL MEDIA PORTFOLIO OF
AZ EMPIRE WAITRESS**

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ACKNOWLEDGEMENT

The outcomes and performance of this mission involved a lot of help and encouragement from many individuals, and I am very grateful to have been surrounded by them when my assignment work is finished.

Firstly, for the time given to me to complete this social media portfolio report, I would like to tell Alhamdulillah to Allah S.W.T. While I faced few issues during the completion of this research, I managed to adjust to it and fulfil the mission.

In addition, I would like to express my deepest gratitude and admiration to Ms. Notfazlina Binti Ghazali, lecturer of the Entrepreneurship Concepts course. (ENT530) For her supportive advice and endless encouragement during the writing of this social media portfolio study, Universiti Teknologi Mara Cawangan Selangor, Kampus Puncak Alam. Without her, I agree that I will not be able to finish this job.

Last but not least, my heartfelt appreciation, either emotionally or literally, is extended to my beloved family and friends for their assistance and inspiration in helping me finish writing this social media portfolio article. I am beyond happy that I am surrounded by them.

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EXECUTIVE SUMMARY

AZ Empire Waitress is a business that provides a services that are done with passion. We named it after the person behind all these which is me Affan Zakwan.

This business structure is a sole proprietorship that started on 23 March 2018. This business provides various types services such as exclusive wedding package and normal wedding package. All the services come with experience waitress and worth the price. Our target could be a couple who wants to marry, business company or a event organizer.

AZ Empire uses Facebook as a social media platform to promote all the services. Facebook is the most popular social media site among others that allows us to upload pictures and videos and post information of our business. It can be an effective way to communicate with our potential customers and create brand awareness as we want customers to connect with our brand.

Our mission is to be the first choice when it comes to waiter services. Our services are curated with care as we only allow experience waiter to work on your wedding. These packages are a quality services which we will provide on your memorable events. The quality of the services and customers' satisfaction are our priority for this business. Therefore, the price for our packagers is RM100-RM200 per waiter and the services that we offer are worth the price.

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

AZ Empire Waitress is the name of this business that has been chosen. Affan Zakwan is the person who have been creating and design all this packages. For me events can be as simple, complicated or diverse as you want it be. With a passion for events and culture, I want to help people to make sure their memorable events would go smoothly as they wish without any problems and raise the bar of event services in Malaysia.

AZ Empire Waitress is a sole proprietorship business owned by Affan Zakwan. This business variety of packages that customers can choose from. The target market for this business would be people who wants to get married, business company or any other type of events that involves food servings.

This business is based Shah Alam, Selangor but it does not have any physical premise or store because all purchases are made online. I run this business in my own house where I communicate with my clients through digital platform whether Facebook or Whatsapp. We only choose high experienced waiters to work with us as we wants to ensure the events would run without any mistakes comes from our sides and we wish to help if there any problems.

We created and use social media which is Facebook page as a platform for AZ Empire Waitress to promote our services. Facebook is a good platform to engage with customers especially to those who lives nearby our area. We provide full information and pictures about our products by posting teasers, hard sell postings and soft sell postings to catch our customers' attention.