



اُنِيُو تِكْنُوْلُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# SOCIAL MEDIA PORTFOLIO

## ONI O KIRU



**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**FACULTY & PROGRAMME : FACULTY OF HOTEL & TOURISM MANAGEMENT**  
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## **EXECUTIVE SUMMARY**

This social media portfolio describes all the activities that have been posted on the social media account which is Facebook. This portfolio explains the details of the business such as name, address, organizational chart, mission and vision, description of product and price list of the product. This portfolio also has every screenshots of teasers, hard sell copywriting and soft sell copywriting.

The main purpose of doing this social media portfolio is to make the student experience on how to promote a business. Student learned how to promote product in a right way such as the hard sell copywriting and soft sell copywriting which have to use AIDCA (Awareness, Interest, Desire, Conviction, Action) technique. The student has used this AIDCA technique in all posts that are required. The student also has experience on how to promote the Facebook Page to get follow and likes. All of these have instilled an entrepreneurial attitude in student. Besides, the student also has to edit pictures of the product in order to attract more people.

This social media portfolio is about the business of Oni O Kiru. The business sells onigiri which based in Sungai Petani, Kedah. The main objective of the business is to promote the best onigiri in town.

## TABLE OF CONTENTS

	<b>PAGE</b>
<b>ACKNOWLEDGEMENT</b>	<b>I</b>
<b>EXECUTIVE SUMMARY</b>	<b>li</b>
<b>TABLE OF CONTENTS</b>	<b>iii</b>
<b>1.0. Go-Ecommerce Registration</b>	<b>4</b>
<b>2.0. Introduction of Business</b>	<b>5</b>
2.1. Name and address of Business	<b>5</b>
2.2. Organizational Chart	<b>6</b>
2.3. Mission and Vision	<b>6</b>
2.4. Description of product	<b>7</b>
2.5. Price List	<b>8</b>
<b>3.0. Facebook (FB)</b>	<b>9</b>
3.1. Creating Facebook Page	<b>9</b>
3.2. Customing URL Facebook Page	<b>9</b>
3.3. Information on Facebook Page	<b>10</b>
3.4. Facebook Post – Teaser	<b>11 – 18</b>
3.5. Facebook Post – Copywriting (Hard Sell)	<b>19 – 34</b>
3.6. Facebook Post – Copywriting (Soft Sell)	<b>35 – 50</b>
3.7. Graphics for Marketing	<b>51 – 54</b>
<b>4.0. Conclusion</b>	<b>55</b>

## 2.0. INTRODUCTION OF BUSINESS

### 2.1. NAME AND ADDRESS OF BUSINESS

Oni O Kiru is the origin word for onigiri which means to cut off evil spirits. Hence, it was chosen as the name of the business because the only product in this business is onigiri. Oni O Kiru is also a unique name to make people recognize the brand easily. The motto of Oni O Kiru business is “count the memories, not the calories” which is to comfort people to go easy with their body weight. The target market of Oni O Kiru are everyone in the town because onigiri can be eaten by everyone. Oni O Kiru is based in Sungai Petani, Kedah. The address of the business is 114, Jalan Legenda 14, Legenda Heights, 08000 Sungai Petani, Kedah. The business runs in the home of the business owner hence the business offers onigiri that is hundred percent homemade. Other than that, Oni O Kiru’s logo symbolizes its product which is onigiri and shows the cuteness of onigiri.



**Figure 1:** Logo of Oni O Kiru