



SOCIAL MEDIA PORTFOLIO

ABSOLUTENUTS



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME: FACULTY OF HOTEL AND TOURISM
MANAGEMENT (HM 241)**

SEMESTER: 3 (MARCH 2021/JULY 2021)

NAME: MUHAMMAD HAZIQ AUJ BIN MOHAMAD IZAN

GROUP: HM 241 3C

LECTURER: NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

First of all, I would like to express my gratitude to Almighty Allah SWT to enabling me to complete this report on 'Social Media Portfolio' for ENT 530.

The successfulness of completion any type of report requires help from a number of people. I have taken help from different people for the preparation of this report. I convey my sincere gratitude to Dr. Norfazlina Binti Ghazal, lecturer at Universiti Teknologi Mara (UiTM) for providing guidelines and consultations for this report. Without her direction and guidance this report would have been little success. I would also like to thank my families and friends for their continuous support throughout this assignment. Lastly, I would like to thank all the people who have supported directly or indirectly towards completing this social media portfolio report.

TABLE OF CONTENT

TITLE	PAGE
AKNOWLEDGEMENT	i
TABLE OF CONTENT	
LIST OF FIGURES	ii
LIST OF TABLES	
EXECUTIVE SUMMARY	iii
1.0 GO-ECOMMERCE REGISTRATION	1
2.0 INTRODUCTION TO BUSINESS	
2.1 Business information	2-3
2.2 Organizational structure	4
2.3 Mission and vision statement	4
2.4 Description of products and services	5
2.5 Price list	6
3.0 FACEBOOK	
3.1 Creating Facebook page	7-8
3.2 Facebook post – Teaser	9-15
3.3 Facebook post – Copywriting (Hard Sell)	16-32
3.4 Facebook post – Copywriting (Soft Sell)	33-49
3.5 Graphic for marketing	50
4.0 CONCLUSION	51

LIST OF FIGURES

- Figure 1.1: Logo of business
- Figure 3.1: Facebook page
- Figure 3.2: Facebook page about section

LIST OF TABLES

- Table 2.1: Business information
- Table 2.2: Price list

EXECUTIVE SUMMARY

AbsoluteNuts is the name of the brand of our store. We are selling flavored assorted peanuts. The objective of this business is to provide consumer with a healthier snack choice by selling cheap, healthy, delicious and on the go snacks which can be consumed at any time.

Our business began on Facebook on the 25th May 2021. We began by introducing just one assorted peanut flavor and adding two more flavor as our business goes on. Our breakthrough in the food and beverages market shows good feedback which signifies the successfulness of food and beverages products in the market.

Since our commencement, AbsoluteNuts had received positive feedbacks and increasing in sales. This numbers are expecting to grow by the end of the year due to the increasing market reach that our product had achieve. As a result, it will give us increasing revenue and profits by the end of the year. As till this day, our assorted peanuts are still being shipped throughout the country as more people are consuming healthy snacks as their option for a better health.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS INFORMATION

AbsoluteNuts is the business name that had been chosen based on our main product which is assorted flavored peanuts. The name of the business represents all the products and preparation are done and sold by AbsoluteNuts. The motto of this business is “Now you can snack healthier and tastier”. This shows that our assorted peanuts are a healthier snack choice and preserving the good taste of peanuts that everyone knows. We want to offer a healthier snack choice for our customers while giving them the choice of flavors in their snacks. Our target market are families and consumers from all age groups which includes children, teenagers and adults.

The Logo of our business includes our business name which is AbsoluteNuts which means that people are going to be fill with joy when consuming our product and also picture of peanuts which represents our main product that we sell.



Figure 1.1: Logo of business