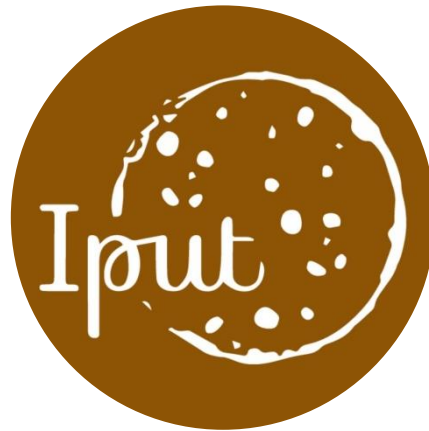




اَوْنُوْرَسِيْتِي تِيكُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **SOCIAL MEDIA PORTFOLIO**

### **IPUTBISKUTSHOP**



### **PRINCIPLE OF ENTREPRENEURSHIP**

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

SEMESTER : 3

NAME : SITI FATIMAH AZ-ZAHRA BINTI MOHD  
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GROUP : HM241-3C

LECTURER : NORFAZLINA BINTI GHAZALI

## **ACKNOWLEDGEMENT**

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I also would like to thank my parents, family members and friends who helped me to complete this portfolio. They are always giving me enough support and willing to provide necessary information on completing this entrepreneurship portfolio.

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## EXECUTIVE SUMMARY

Firstly, for this Social Media Portfolio, I have chosen to sell cookies from IputBiskut because I am one of their customers since year 2020. At first, I am their regular customer and after a year, I have decided to become an agent because their cookies are so addictive to eat and suit my tastebud. Besides that, the demand for cookies is high because people nowadays tend to search for something that are sweet for their tooth, so cookies is one of the foods that definitely will attract people to buy it.

This social media portfolio contains information of the Iputbiskut Shop business that owned by Siti Fatimah Az-zahra binti Mohd Hamzah Murghayah. The business was established in 1<sup>st</sup> April 2021 and located at No14, Jalan Seroja Intan, Taman Seroja, Bandar Baru Salak Tinggi, Sepang, Selangor. Iputbiskut Shop is a business that provide satisfying products which is cookies to fulfill people sweet tooth craving. The cookies have three differect flavours which are Classic Rich Chocolate Chip, Deluxe Hazelnut Chocolate Chip and Red Velvet Almond White Chocolate. Since the very beginning, IputBiskut cookies are made from high-quality ingredients only that will never disappoint people.

Furthermore, in this portfolio also includes teaser, hard sell copywriting, softshell copy writing and graphic for marketing that have been posted by IputBiskut Shop in the Facebook page. All the post in Facebook page has made over 15 sales and the numbers are expecting to grow by time to time.

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 NAME AND ADDRESS OF BUSINESS

Iputbiskutshop is a business that decided to sell cookies as the main product. The name of the business is simple and easily to remember by people. The customer can search the shop at Facebook without having a hard time. Our business motto is “Bite-size Cookies Baked with Love”, which shows that our cookies are in perfect sizes to bite that baked with love to satisfied everyone’s craving. The target market for Iputbiskutshop’s are students, workers, parents and sweet lover.

The logo used for the business consist of the word “Iput” and a picture of a cookie. The brown color in a background represents the color of chocolate chip because it is a main ingredient for our significant cookies which is Classic Rich. Besides that, the white color used in the logo represent the color of white chocolate chip that have been used in our latest product.

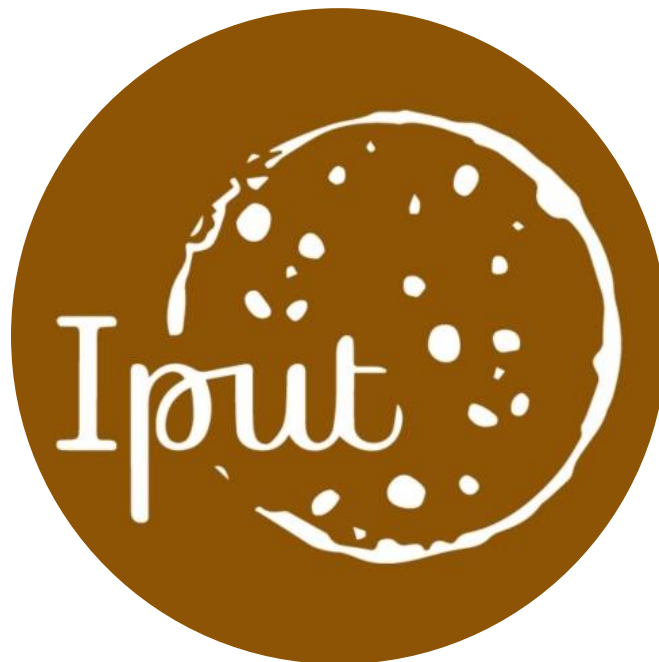


Figure 2.1 : Iputbiskutshop logo