



اَوْنِيُوْرَسِيْتِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY (UiTM)  
CAMPUS PUNCAK ALAM**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) OPERATION  
MANAGEMENT  
(BA244)**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**“SOCIAL MEDIA PORTFOLIO”**

**PREPARED BY:**

**NAME: NUR SYAFIQAH BINTI KAHARUDDIN  
STUDENT ID: 2020997079  
GROUP: ENT530 N**

**PREPARED FOR:**

**MADAM NADIAH MAISARAH ABDUL GHANI**

**SUBMISSION DATE:**

**23<sup>rd</sup> JUNE 2021**

## **ACKNOWLEDGMENT**

Praise be to Allah, the most merciful, who gives the blessing and strength to complete this project paper for my assignment. Peace and prayers upon His Messenger, Prophet Muhammad s.a.w, the ideal role model for human beings.

I would like to take this opportunity to thank my lecturer of Principles of Entrepreneurship ENT530, Madam Nadiah Maisarah Abdul Ghani for her support and advice in complete this assignment. I am very appreciate what have she done to explain about this assignment. May Allah reward her for all her efforts. This project paper tested my abilities mentally and physically.

Lastly not forget, great appreciated and deeply thanks to all who have directly and indirectly guided me in the writing this portfolio. I express my deepest appreciation to my beloved parents, family and colleagues for their continuous encouragement.

## **EXECUTIVE SUMMARY**

Sugar Rush is an online business founded as of 17 April 2021 to sell sweet dessert to bring happiness to the people that consume it.

### **1. Product**

The product that is served by Sugar Rush is Crimebite Cookies which is handmade chocolate cookies that use high quality ingredient to meet customer satisfaction.

### **2. Market**

Our target customers include children, student and people that love chocolate. Sugar Rush is a pre-revenue business but has the ability to attract customer. Based on what have been planned, this business will be able to capture at least 25 percent of this market over the next 2 years.

### **3. Competition**

Our competition is consisted of Yeen Cookies and Lokal Munchies. Sugar Rush' competitive advantage lies in its unique product quality and great promotion that build traction of this company.

### **4. Management**

Nur Syafiqah Kaharuddin, founder of Sugar Rush is suitable for this opportunity as she has an excellent knowledge on business and able to handle it well.

Nur Zafirah Zulkarnain, Co-founder of Sugar Rush that are graduated from program Bachelor of Business Management (Hons) Entrepreneurship and have 3 years of business experience.

Qistina Balqis Shahrizal, Operation manager of Sugar Rush that are graduated from program Bachelor of Business Management (Hons) Operation Management and have 3 years experience in business field

Sharifah Ainaa Ahmad, Financial Manager of Sugar Rush that are graduated from program Bachelor of Business Management (Hons) Finance Management and have 2 years experience in finance company.

### **5. Funding Needed**

Sugar Rush is seeking RM 50,000 to make an improvement of the production to make it more efficient which enable us to maintain our product quality so that it can compete in the market. Our ultimate goal is an exit within 4 years by way of an acquisition.

## TABLE OF CONTENT

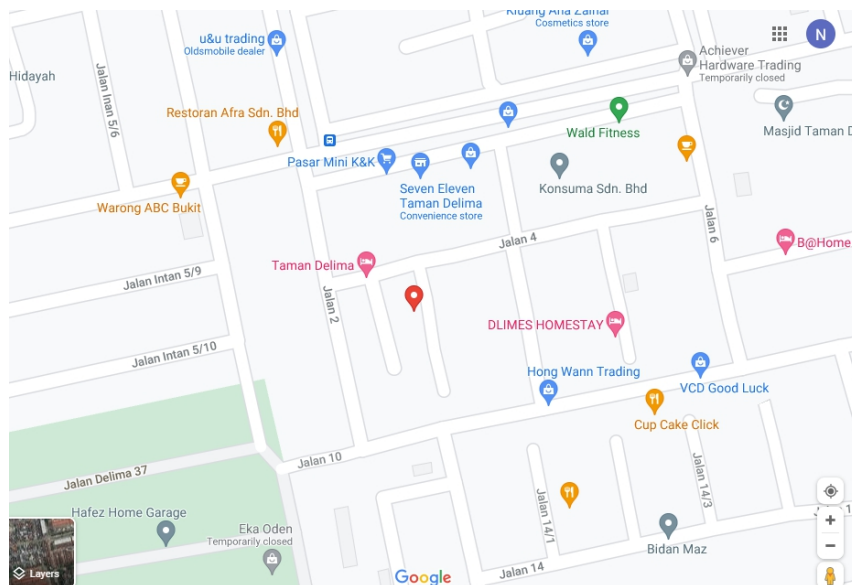
<b>ACKNOWLEDGMENT</b> .....	<b>2</b>
<b>EXECUTIVE SUMMARY</b> .....	<b>3</b>
<b>1.0 Go-Ecommerce registration</b> .....	<b>5</b>
<b>2.0 Introduction of Business</b> .....	<b>6</b>
i) Name and address of business.....	6
ii) Organizational chart.....	7
iii) Mission and Vision.....	7
iv) Description of products.....	8
<b>3.0 Facebook</b> .....	<b>9</b>
i) Creating Facebook page.....	9
ii) Customing URL Facebook page.....	9
iii) Facebook (FB) post- Teaser.....	10
iv) Facebook (FB) post- Copywriting (Hard sell).....	13
v) Facebook (FB) post- copywriting (soft sell).....	21
<b>CONCLUSION</b> .....	<b>34</b>
<b>APPENDIX</b> .....	<b>35</b>

## 2.0 Introduction of Business

### i) Name and address of business



The name of the business is Sugar Rush which means a sudden burst of energy that experienced after the consumption of food or drink that has high sugar. It is suitable to entitle a person who like to take sweet food or drink to build up their energy.



Sugar Rush business located at No 4, Jalan 4/1, Taman Delima, 86000 Kluang, Johor. Currently, we are doing this business online through Facebook and Whatsapp. We also provide cash-on-delivery service for the customers that are near at our place.