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UNIVERSITI
TEKNOLOGI
MARA

BACHELOR OF BUSINESS ADMINISTRATION (HONORS)

HUMAN RESOURCE MANAGEMENT

ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO

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I want to express my special thanks and gratitude to my teacher, Madam Nadiah Maisarah Binti Abdul Ghani, who gave me the golden opportunity to do this outstanding assignment on the social media portfolio. It also helps me experience and learn how to do online marketing on Facebook, giving me a new insight that I am thankful for them.

I am overwhelmed by all humbleness and gratefulness to acknowledge depth to all those who have helped me put these ideas well. Of course, any attempt cannot be satisfied without my friends and family's support and guidance. I want to thank my mother and siblings, who helped me gather information, showing guidance to finish the project. Despite their busy schedule, they could still share and help me to set up my online business platform.

EXECUTIVE SUMMARY

This assignment required the student to find a product and utilize Facebook as a medium of an online marketing campaign. In this assignment, the student must establish a brand and create a Facebook page to promote their product. We need to apply all the e-commerce methods to promote our products using the teaser, soft sell and hard sale method on the business page. This assignment also requires us to register for an E-Commerce platform under MDEC to legalize our working business.

For this assignment, I have set up a Fruit Fantasy business, an organic gift service that is healthy and affordable. The company mainly sell gift in the form of a modern fruit basket, bouquet, healthy fruit platter and fruit snack jar that rarely be found these days. With some touch of modern and funky to the gift decoration, we target to change the snacking or munching habit to healthier snacks and beverage. We also provide a surprise delivery service for our customer convenience. The goal is to provide a healthy choice for clueless people or anyone who do not know how to change their eating habits to a healthier choice for themselves or their loved ones. Our business is located strategically in the modern township of Setia Alam and provides delivery service around the Klang Valley area.

Our business is based on the online platform totally and currently do not have any outlet yet. Our products are gifts filled with fresh organic fruits provided by the best supplier worldwide. You could customize your gifts with your own choice of fruit and design as we will do our best to fulfil your wants. Fruit Fantasy's name is based on the fantasy meaning defined as the faculty or activity of imagining impossible or improbable things. Our goals are to bring the impossible imagine regarding fruits to you in beautiful modern healthy gifts and meals form.

The business starts operating in March 2021 officially on our Facebook page, and some other social platforms is still in consideration as we still focusing on one medium only. However, we will ensure that our product would be known, and we will do our very best to fulfil the customer needs even during this pandemic era.

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FACEBOOK

Facebook is our central platform in doing our business. It is the medium we use to communicate and engage with our customers on the latest products and promotion. We post seven teasers, 16 soft sell post, 16 hard sells post, and gain 182 people to follow and like our Facebook page for this assignment

The image shows two screenshots of the Facebook profile for 'Fruit Fantasy'. The top screenshot displays the profile header with a cover photo of various fruits (kiwi, strawberries, oranges) and the text 'Fruit Fantasy CRAVE FRESH PRODUCE? YOU'VE COME TO THE RIGHT PLACE!'. Below the cover photo is the profile picture, a stylized fruit character, and the name 'Fruit Fantasy' with the handle '@Fantasizingfruity1' and the description 'Fruit & vegetable shop'. A 'WhatsApp' button is visible. The bottom screenshot shows the 'GENERAL' section of the profile, indicating that 182 people like the page (including 25 friends) and 184 people follow it. It also lists 'Fruit & vegetable shop · Health Food Shop' as a category and provides a 'Send message' button. The 'MORE INFO' section includes an 'About' link with a brief description: 'Your one-stop fresh fruits centre just in time when you crave a wide variety of fresh fruits. It's Fruit Fantasy!' followed by a row of fruit icons.