

FACULTY OF BUSINESS AND MANAGEMENT

ENT530

PRINCIPLES OF ENTREPRENEURSHIP INDIVIDUAL ASSIGNMENT SOCIAL MEDIA PORTFOLIO

PREPARED FOR:

MISS NADIAH MAISARAH BINTI ABDUL GHANI

PREPARED BY:

NUR SYAMIMI ATHIRAH BINTI ROSEDI 2019219144

SUBMISSION DATE:

25 JUNE 2021

ACKNOWLEDGEMENT

Alhamdulillah, first of all I would like to thank God as finally I was able to finish my assignment that have been given by Principles of Entrepreneurship's lecturer to me. Luckily, all the problem that I have been through to finish this assignment can be settle down and I was able to adapt properly and wisely.

Besides that, I would like to express my special thanks of gratitude to my billing and insurance lecturer Miss Nadiah Maisarah Binti Abdul Ghani who gave me a golden opportunities to do this assignment report and also provided support in completing in my assignment. She also always give support and guide me and others classmates to do our assignment in purpose to produce a good outcome of this assignment.

Finally, thanks to my beloved parents that always support in online class and produce a good assignment with all effort and responsibility. Hope that all the effort will give a lot of benefits for me.

EXECUTIVE SUMMARY

Tengku Norhanim, founder of Crispy Choco Jar Adeliciousz since 2014, is 27 years old. She started to venture into the Crispy Choco jar business while she was still studying at UM, she ran this business with her husband. They worked hard Crispy Choco Jar to this day. "CRISPY CHOCO JAR" continues to this day, many love it and find a place in the hearts of customers.

She hopes to help the others by generating income either part time/ full time with this Crispy Choco Jar Product. She hope that one day she will be able to produce successful millionaire in this world and the thereafter. Now, the name of product is NIMS Crispy CHOCO TUB.

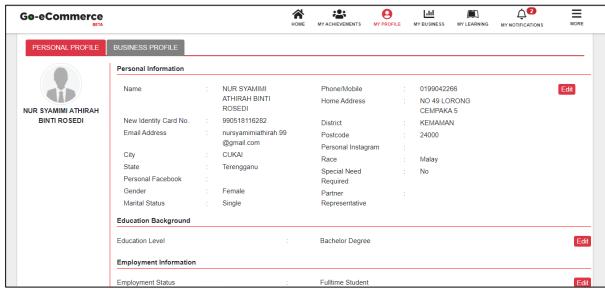
I am started this business which is online business April 2021, in Kemaman, Terengganu that is at home through Facebook. I register as the agent of this product and the advertising in the Facebook page. Today, NIMS Crispy CHOCO TUB is the popular product that has sold thousands of tub in the region.

TABLE OF CONTENTS

NO	CONTENTS	PAGES
1.	ACKNOWLEDGEMENT	1
2.	EXECUTIVE SUMMARY	1
3.	1.0 GO – ECOMMERCE REGISTRATION	3
4.	2.0 INTRODUCTION	4 -5
	2.1 NAME AND ADDRESS	
	2.2 ORGANIZATION CHART	
	2.3 MISION/VISION	
	2.4 DESCRIPTION PRODUCTS/ SERVICES	
	2.5 PRICE LIST	
5.	3.0 FACEBOOK	6 - 28
	3.1 CREATING FACEBOOK PAGE	
	3.2 CUSTOMING URL FACEBOOK PAGE	
	3.3 FACEBOOK POST – TEASER	
	3.4 FACEBOOK POST - SOFT SELL	
	3.5 FACEBOOK POST - HARD SELL	
6.	4.0 CONCLUSION	28

1.0 GO-ECOMMERCE REGISTRATION





2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

Name of Business	Address of Business
NIMS Crispy CHOCO TUB NIMS Crispy Choco Tab	49, Lorong Cempaka 5, Rumah Murah Kampung Bukit Kuang 24000, Kemaman, Terengganu.

2.2 ORGANIZATION CHART

