



اَوْنِيُوْرَسِيْتِي تِي كُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

PRINCIPLES OF ENTERPRENUERSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

MARCH 2021 – OGOS 2021

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Submission Date :

**25<sup>st</sup> JUNE 2021**

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## **Acknowledgement**

Praise be to Allah, I have successfully completed this social media portfolio due to the submission date given. However this assignment could not have been finished without the supportive and powerful guide by others that give to me.

Before anything else, I wish to express my greatest expression towards my best lecturer Madam Nadiah Maisarah Binti Abdul Ghani which my lecturer for entrepreneurship course. I admit that all of her explanation given too clear and very helpful for me to settle this report. Moreover, she gave the completed guideline and always keep responding every question and confusion. I believe that without her, my assignment cannot be done completely like this.

A special appreciation and thanks also to my classmates on giving idea and exchanging our opinions to complete this report. This especially to Nur Syafiqah and Nurul Jannah Khairah that always keep supporting to do the best and we help each other to complete these assignment. Not to be forgotten also for those who directly or indirectly involved and contributed in this social media portfolio from beginning until the end.

Last but not least, big thanks also for my family especially my parent that was very supportive and considerate especially in this pandemic situation. I admit that this was challenging way in studies I ever experience which quite hard actually. By hook or by crook, I need to manage well on study and family time. Without the support from my family, I am sure that it impossible for me to successfully complete this tasks.

## **Executive Summary**

TFN Brownie stand for The Famous Nisha Brownie which the most thin and crunchy brownie. This business started their operation on March 2021 that based on Pahang state. It offers four type of flavour including Chocolate Chip, Walnut, Mint and also Red Velvet. The hot seller flavour goes to the Chocolate Chip. The price range is affordable and mostly our customer bought in sale which give them more save.

With the attractive packaging, TFN Brownie targeted customer for those who has no idea on choosing their snacks. This especially during their leisure time, but we also give the better way for whom that bored with everyday routine meal. So, this is the best decision for them to make TFN Brownie as breakfast, supper or anytime and everywhere they need. Along with that, our brownie serve and suite to all age's level but the most recommendation for students and kids.

Those customer who ordered with us, we provide cash on delivery (COD) which only for specific area in Temerloh town with delivery charge and postage for whole country. We used J&T Express courier to speed up the delivery process to the customer. The delivery and postage also available every day. Every process on packaging, delivering, marketing are all done by myself. We also keep up to date with our customer to get feedback and this is the one of our strategy to stay engaged with them. This will increasing the number of customer repeat order and keep loyal with our product as their snack.

Within that, I have already create my first social media platform which Facebook Page for expanding my TFN Brownie business to other society with various type of promotion. Our Facebook Page named as TFN Brownie Pahang. The posting that I has made to attract my customer started with teaser then followed by soft selling and after that proceed with hard selling post. Our customer can freely contact with us either by direct messages on Facebook, or used Whatsapp link that has already provided in our bio.

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## 2. Introduction of Business

- **Name and Address of Business**

My business name is TFN Brownie Pahang and this business currently located in Taman Paya Taram, Bandar Temerloh, Pahang.

- **Organizational Chart**

TFN Brownie Pahang owned by me as the mini agent. Due to that, I manage all of the activities in this business. This including promoting in social media, interacting with customer, packing the order and also handle the postage and delivery.

### TFN Brownie Pahang Organization Chart



Chart 1: TFN Brownie Pahang Organizational Chart

- **Mission / Vision**

TFN Brownie Pahang mission is to give the higher level of satisfaction to their customer from the product and services that has been provided and the vision is to make these cookies a favourite among Malaysians and further expand the product to neighbouring countries.

- **Description of Products**



Image 3: TFN Brownie Product