



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
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PRINCIPLE OF ENTREPRENEURSHIPS

ENT530

SOCIAL MEDIA PORTFOLIO



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## EXECUTIVE SUMMARY

Basically, Jom Melantak is selling the savoury food to all people and they have variety of food such as Macaroni & Cheese, variety of Spaghetti, Chicken Chop, Sandwich, Popia Carbonara, Tauhu & Popia Bergedil and other. Jom Melantak is targeting all types of customer regardless of age, region or income level. Besides, the variety of food is extremely affordable and everyone can afford to buy this product. In terms of delivery, this business is focusing more on cash on delivery whereby the founder will sell the product directly to the customers. The Jom Melantak also accept any request from customer to purchase online if the customer is living far away.

In terms of marketing and promotion, Jom Melantak uses Facebook (FB) as the main platform to promote the cake and cookies to reach many people as nowadays everyone has their own social media accounts. Thus, it is like a boon for the founder to market the product. The founder himself runs this business as he posts all pictures, soft sell and hard sell post, handle the customer, in charge for the delivery and so forth.

## TABLE OF CONTENT

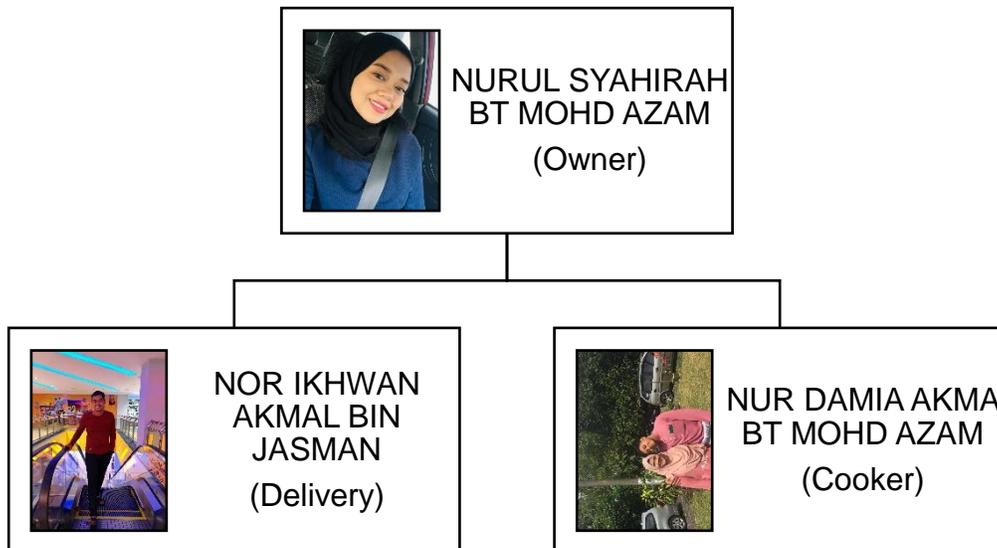
CONTENT	PAGE
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
TABLE OF CONTENT	4
<b>BODY OF THE REPORT</b>	
i)    GO-ECOMMERCE REGISTRATION	5
ii)   INTRODUCTION OF BUSINESS	6-7
• Name and address of business	
• Organizational chart	
• Mission / vision	
• Description of products	
• Prices list	
iii)  FACEBOOK (FB)	8-21
• Creating Facebook (FB) page	
• Customing URL Facebook (FB) page	
• Facebook (FB) – Teaser	
• Facebook (FB) – Copywriting (Hard sell)	
• Facebook (FB) – Copywriting (Soft sell)	
• Frequency of posting	
iv)  CONCLUSION	22

## II. Introduction of Business

- Name and address of business

Name of business	JOM MELANTAK
Address of business	Lot 3671, Kampung Seliau, 71200, Rantau, Negeri Sembilan.

- Organizational chart



- **Mission / vision**

Jom Melantak mission is to ensure that will produce a good quality of food that loved by the customers. The Jom Melantak also will improve all the aspects from the ingredients until to genereta the higher profit.

Jom Melantak vision is to become a one of the industry that produce or sell the food that can satisfied for the customers.