



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)**

**MARCH 2021 - AUGUST 2021**

**INDIVIDUAL ASSIGNMENT**

SOCIAL MEDIA PORTFOLIO

MUNCH MUNCH

Prepared by:

UMMI ALIAH BINTI ABDUL KADIR

2019819752

ENT 530 S

Prepared for:

**MADAM NADIAH MAISARAH BINTI ABDUL GHANI**

Date of Submission:

25<sup>th</sup> JUNE 2021



**FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR OF HEALTH ADMINISTRATION (HONS)**

## **ACKNOWLEDGEMENT**

First of all, I am grateful that I managed to complete my assignment within the time given by my lecturer, Madam Nadiah Maisarah Binti Abdul Ghani. Next, I would also like to thank my lecturer for the encouragement and guidance in finishing this assignment and teaching me in this course.

Other than that, I would like to express my gratitude towards my parents and family for giving me support and providing sufficient facilities in order for me to carry out this assignment.

And lastly, I would also glad to wish my deepest thanks to anyone that is involved directly and indirectly towards the contribution of this project.

## **EXECUTIVE SUMMARY**

This assignment provides the process of creating a social media portfolio for a business and utilizing Facebook for marketing purposes. The report begins with the introduction to the business and followed by the marketing techniques. The techniques of marketing include teaser, soft sell and hard sell. All the techniques can be found in the report. This assignment outlines the marketing techniques that were needed to be done through the social media portfolio that had been created for a business. The first technique that was being emphasized was on how to make a teaser to attract more customers and create curiosity among targeted customers. The next crucial marketing technique that we need to proceed was soft sell which was a type of advertisement that uses subtle and casual message to build the customer's trust. The last part highlights on the hard sell technique that is an aggressive strategy in trying to get the customers to buy the product or services that being offered.

## TABLE OF CONTENTS

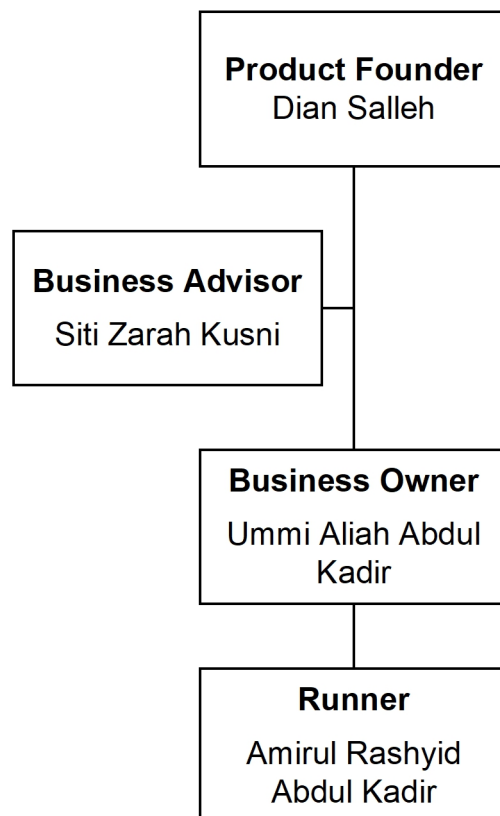
Acknowledgement.....	2
Executive Summary.....	3
1.0 Go-Ecommerce Registration.....	5
2.0 Introduction of Business.....	6
2.1 Name and Address of Business.....	6
2.2 Organizational Chart.....	6
2.3 Mission and Vision.....	6
2.4 Descriptions of Products and Services.....	7
2.5 Price List.....	7
3.0 Facebook.....	8
3.1 Creating Facebook Page.....	8
3.2 Customing URL Facebook Page.....	8
3.3 Facebook Post - Teaser.....	9
3.4 Facebook Post - Soft Sell Copywriting.....	14
3.5 Facebook Post - Hard Sell Copywriting.....	30
4.0 Conclusion.....	43

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business

- Name of Business : Munch Munch.co
- Address : No 71A, Batu 5 1/2, Jalan Bakri, 84000, Muar, Johor

### 2.2 Organizational Chart



### 2.3 Mission and Vision

- Mission  
"A desire to assist others and complete guest satisfaction"
- Vision  
"To be among the most chosen page to find food to munch"