



اَوْبِنُوْرَسِيْتِيْ تِيْكَوْنُوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

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

**PRINCIPLES OF ENTERPRENEURSHIP  
(ENT 530)**

**ASSIGNMENT:  
SOCIAL MEDIA PORTFOLIO**

**PREPARED FOR:  
MADAM NADIAH MAISARAH BINTI ABDUL GHANI**

**PREPARED BY:  
ANIS ZULAIKHA BINTI AMRAN  
2019231156**

**SUBMISSION DATE:**

25<sup>th</sup> June 2021

## **i ) ACKNOWLEDGED**

First, thank you to ALLAH for his mercy and guidance me full strength to complete this social media portfolio assignment. Even facing with many difficulties to complete this assignment, I still managed to finish it. A lot of thank you to my lecture, Madam Nadiah Maisarah binti Abdul Ghani for all her effort, supports and guidance in helping to finish my assignment.

In addition, thanks to all my family and friend who never give up in giving support in all aspect of life.

Thank you.

## ii ) EXECUTIVE SUMMARY

Rielkies is made from cranberries, grain, and premium melt chocolate. It a food that is basically a food for people who like sweet and delicious food. In Malaysia, this type of food is typically having various type of brand but come up with their own concept. The combination of cranberries, melt chocolate and grain leave many benefits with it.

Rielkies product are freshly and naturally made in Malaysia. The business was found by Aerial Zafril and it has 5 levels of management which is founder, leader, agent, dropship or reseller. This organization has uses online and offline system. Rielkies HQ were using an online platform such Facebook, Instagram, Tiktok, and Twitter to promote their product. Rielkies also provide cash on delivery (COD) to the customer who live near the workers.

Popia simpul kasih and karpap mini by Wan Kuntum is homemade product that made from two main important ingredients which is “kulit popia” and serunding ikan. Its fancy food that easy to eat during free time. The combination with serunding and kulit popia make the food crunchier and more delicious.

Popia simpul kasih and karpap mini is freshly and naturally made in Malaysia and it cooked with love from the founder to their customer. This business was start by Wan Kuntum and get help from her son and daughter. This business grows year by year since 1998. This business was promoted by using online platform such as WhatsApp and Facebook. It also provides customers with postage and cash on delivery (COD).

These two products are guaranteed safe and halal to eat because all ingredients where use is safe to eat. Hence it is safe for people who love with crunchy and delicious food because all of them is made with love from the founder.

## TABLE OF CONTENTS

i ) ACKNOWLEDGED.....	2
ii ) EXECUTIVE SUMMARY .....	3
<b>1.0 GO-ECOMMERCE REGISTRATION .....</b>	<b>5</b>
<b>2.0 INTRODUCTION TO THE BUSINESS .....</b>	<b>6</b>
<b>2.1 Name and Address of Business.....</b>	<b>6</b>
<b>2.2 ORGANIZATIONAL CHART .....</b>	<b>7</b>
2.3 MISSION AND VISION.....	8
2.4 Description of the product.....	9
2.5 Price List .....	10
<b>3.0 Facebook.....</b>	<b>11</b>
3.1 Facebook Page .....	11
<b>3.2 URL Facebook Page .....</b>	<b>11</b>
<b>3.3 Teaser .....</b>	<b>11</b>
<b>3.4 Soft Sell .....</b>	<b>15</b>
<b>3.5 Hard Sell.....</b>	<b>24</b>
<b>4.0 Conclusion .....</b>	<b>35</b>

## 2.0 INTRODUCTION TO THE BUSINESS

### 2.1 Name and Address of Business

The Rielkies and Popia Simpul Kasih with karipap mini business was run by Happytummy Shop as a dropship on Facebook. This business is selling various type of food that have different taste and give different experience to the customer.

This business has motto which is “food make you happy” that guarantee all the type of food that selling will make the customer happy at any situation happen and make they happy at all costs. This product also liked by many people due to the cheap and affordable price. Then, this product also gets returning customer because of the good promotion in this product.

This business address was in Terengganu and using online platform such as WhatsApp, Facebook and Shopee. This platform is the place to put all the promotion and advertise every day.

