



اَوْبَهُوْا سَيِّدِي تَتِيكُو لُو كِيْن مَنَا رَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

MARCH 2021 – AUGUST 2021

SOCIAL MEDIA PORTFOLIO

PREPARED BY:

NOOR SHAHFINAZ BINTI ABD HALIM

2019268016 (ENT 530 S)

PREPARED FOR:

MADAM NADIAH MAISARAH ABDUL GHANI

DATE OF SUBMISSION:

25th JUNE 2021

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

ACKNOWLEDGEMENT

I would like to express my gratitude to Almighty Allah SWT for enabling me to complete the report “Social Media Portfolio report” within the time given. Also, my sincere appreciation goes to my lecturer Madam Nadiah Maisarah Binti Abdul Ghani, for all the guidance, knowledge, and encouragement throughout the journey of completing this individual assignment. This subject has opened up my eyes more to the scope in subject Entrepreneurship. It also gave me chances to gain new experience and knowledge and also helped me have a clear picture of the entrepreneurship world. The completion of this report has required help from lots of people. A special thanks to my parents for their constant love and always motivating me to do my best in whatever things I did. I want to thank my colleagues, especially those who were close to me. They have helped me promote my business, sharing the knowledge and for all the supports and reminders. Last but not least, I would like to thank all the people who had been contributed and involved directly or indirectly in completing this social media portfolio report successfully.

EXECUTIVE SUMMARY

The business Frunchie.byf was started on April 14, 2021. It is the sole-proprietorship business form that sells a variation of Frunchie's products at the affordable prices. The owner had an idea to start this type of business because of her love for chocolate and crunchy snacks. We are also in an era where social media has emerged as powerful communication; thus we have taken this opportunity by using Facebook to attract our target market. As we know, Facebook is used by people from all walks of life. It is the perfect tool to reach and keep engaging with the customer.

We have sold the products in the form of loose and gift set products. We also offer postage services worldwide which the customer can easily purchase our products regardless of their location without needing to leave their home, and Cash-on-delivery for those who want to purchase immediately. We have to promote our business by posting the interesting teaser, soft sell, and hard sell to gain awareness about the product offered by our pages, which also helps increase our pages' sales and insight.

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2.0 INTRODUCTION OF THE BUSINESS

2.1 Name and address of business

The name of the business is Frunchie.byf which is to picture our main product. It also describes as Frunchie by Finaz. This shop offers all Frunchie's products where customer can easily buy in one place. The name 'Finaz' has been incorporated in the business's name to indicate wholly owned by one person, the owner. Frunchie's products are target to all walks of life as the dessert is not too sweets and contains slices of berries, which be one of attracting factor of this products.



Our office is located at No 4, Bangunan Damai, Lingkungan Seri, Jalan kelima 59200, Wilayah Persekutuan Kuala Lumpur. This place is very strategic as it is located near the post office, which is very convenient for postage services.

2.2 Organizational chart

The Frunchie.byf is a sole proprietorship of business form. This small business has been start-up and operated just in few months, which started on 14th April 2021. The business is managed by only one person, which is the owner will the help from one staff. She will help in the daily operation of business such as for postage and marketing.

