



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN**

**RESOURCE MANAGEMENT**

**COURSE CODE:**

PRINCIPLE OF ENTREPRENEURSHIP (ENT 530)

**PROJECT TITLE:**

SOCIAL MEDIA PORTFOLIO

**PREPARED BY:**

SITI NURAFQIAH BINTI ZULKIFFLEE (2019601972)

**GROUP:**

ENT530 4S

**PREPARED FOR:**

MADAM NADIAH MAISARAH BINTI ABDUL GHANI

**DATE OF SUBMISSION:**

25<sup>TH</sup> JUNE 2021

## ACKNOWLEDGMENT

First and foremost, I would like to say Alhamdulillah, that I am able to complete this individual assignment on social media report as it is one of the assignments in the course work for ENT530 that need to be accomplished for this semester.

Special thanks to thank to our lecturer Madam Nadiah Maisarah Binti Abdul Ghani for the guidance, the information given to leading us towards this assignment and helped me in doing the copywriting about this portfolio. Thank you for the well serving. Without her, I think I would not be able to complete my assignment on time. Moreover, not to forget my parents who are always keep supporting me to complete this social media report and guide me.

Lastly, and not forgettable to all my friends that helping me a lot to finalizing this project within the limited time frame by giving a good opinion and suggestion to finish this assignment. Honestly, this social media report has been prepared with support from many people.

## EXECUTIVE SUMMARY

Eatmecookies is our tagline of the product. The main objective for the business is to serve a delicious cookie to our customers with affordable price and luxurious taste with the premium ingredients.

Our business was started on 20<sup>th</sup> March 2020. According to the customer review or feedback, our product gave a unique taste because our product is freshly come out from the oven daily before delivered to the customers. So, the cookies are ready to eat and customers cannot forget and always remembered the taste and they will want to repeat it again. This product also become a must need especially when Hari Raya, we sell this product at affordable price and the quantity of the cookies is full, that actually attracted the customer to buy our cookies.

## TABLE OF CONTENT

NO	SUBJECT	PAGES
1	ACKNOWLEDGMENT	i
2	EXCUTIVE SUMMARY	i
3	GO-ECOMERS REGISTRATION	1
4	INTRODUCTION OF BUSINSS <ul style="list-style-type: none"><li>○ NAME &amp; ADDRESS OF BUSINESS</li><li>○ ORGANIZATIONAL CHART</li><li>○ MISSION/VISSION</li><li>○ DESCRIPTIONS OF PRODUCTS</li><li>○ PRICE LIST</li></ul>	2 - 6
5	FACEBOOK <ul style="list-style-type: none"><li>○ CREATING FB PAGE</li><li>○ CUSTOMING URL FB PAGE</li><li>○ TEASER</li><li>○ SOFT SELL</li><li>○ HARD SELL</li><li>○ GRAPHICS</li></ul>	7 - 28
6	CONCLUSION	29

## INTRODUCTION OF BUSINESS

Our type of Business is Food. Eatmecookies is involved in selling cookies that all people love to eat and eat commonly when special events come up. We also offer a special price to the customers that early bird grabs our product. Eatmecookies is using a premium ingredient only just to make sure that the quality of every cookie is taste good and delicious because we focus on customers' satisfaction to repeat buying our cookies. Eatmecookies is bake with care and we want to deliver to our customer with good shapes.

Eatmecookies is owned by Siti Nurafiqah Binti Zulkiflee. The business is located at No 32 Jalan 7/17 Bandar Tasik Puteri, Rawang, Selangor, Malaysia. Eatmecookies is an online business, therefore it uses online platform which is Facebook and WhatsApp to communicate with customers.

Our target customers are from all ages. This is because our product suitable to eat and everyone like to eat cookies at any times, they can order our cookies at Facebook or WhatsApp with us to eat and we will make sure that they will repeat it again. Eatmecookies also provides a delivery services for orders that is around Rawang, Country Homes, Bandar Tasik Puteri, near the area to their doorsteps. The customers will be charged accordingly to the range of the place every delivery. The delivery service is available every day.

## MAP OF BUSINESS

