



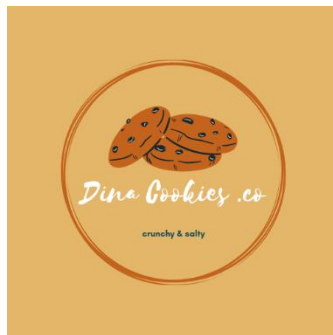
اَوْنَبُوْرَسِيْتِي تِيْكَنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF INFORMATION MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

CAMPUS PUNCAK PERDANA

ENT530-PRINCIPLES OF ENTREPRENEURSHIP



CLASS: ENT530_1

SOCIAL MEDIA PORTFOLIO: [DinaCookies.co](https://www.dinacookies.co)

PREPARED BY:

ADLINA ASHIQIN BINTI HASBULLAH (2020959417)

PREPARED FOR:

MADAM NADIAH MAISARAH BINTI ABDUL GHANI

SUBMISSION DATE:

25 JUNE 2021

ACKNOWLEDGEMENT

All praises to Allah and His blessing for the completion of this assignment. I thank God for all the opportunities, trials and strength that have been showered on me to finish writing the article review in time. I experienced so much during this process, not only from the academic aspect but also from the aspect of personality.

First and foremost, I would like to sincerely thank my lecturer Madam Nadiah Maisarah binti Abdul Ghani for her guidance, understanding, patience and most importantly, she has provided positive encouragement and a warm spirit to finish this assignment. With her guidance, I was able to gained a lot of knowledge by creating this social media platform. It has been a great pleasure and honour to have her as my lecturer.

I also want to extend my thanks to my parents and my siblings that has provided me moral support and strength to complete this report. To them I extend my obligation and gratitude, for their continuous support, patience, prayers, and benevolence during the period of my review. I also like to thanks my colleagues for helping me by providing guidance and ideas for me to complete this social media report.

I hope that the information provided in this social media report will be beneficial for everyone.

Thankyou.

EXECUTIVE SUMMARY

Dinacookies.Co is homemade chocolate chip cookies that establish in 2021. The objective of establishing this business is of course to make money and at the same time to challenge ourselves to venture into business. At the same time, dinacookies.co also produce this product to make all the customers happy when they eat the cookies. It is great when we become an expert in social media to promote our product. By using social media such as Facebook to promote our products, it could help us to expand our business and make more people aware of our product.

Dinacookies.Co is targeting their customers from ranges kids to adults. This is because the observation is shown that these generations are loving to eat cookies. However, there are persons personally don't like to eat sweets food. Therefore, we do some initiative to produce a cookie with less sugar to makes our customers happy and accept our product. we are determined to further expand our business in the future. we are very grateful to the customers who always support us to advance this business.

TABLE OF CONTENT

BIL	CONTENT	PAGES
1	ACKNOWLEDGEMENT	i
2	EXECUTIVE SUMMARY	ii
3	1.0 Go-Ecommerce Registration	1
4	2.0 Introduction of Business	
	2.1 Name and Address of Business	2
	2.2 Organizational Chart	3
	2.3 Mission and Vision	3
	2.4 Description of Product/Service	4
	2.5 Price List	4
5	3.0 Facebook (FB)	
	3.1 Creating Facebook Page	5
	3.2 Custom URL FB Page	5
	3.3 Facebook Post – Teaser	6
	3.4 Facebook Post – Soft Sell	8
	3.5 Facebook Post – Hard Sell	12
	3.6 Frequency of Posting	16
6	4.0 CONCLUSION	18

2.0-Introduction of Business

2.1) Name and Address of Business

Dinacookies.co is an online business that is conducted at home. Essentially, this business is focused on one product which is homemade premium Sea Salt Chocolate Chip Cookies. Our focus location is at Port Dickson as the place is our hometown as well. Below is our logo and more detail about Dinacookies.co business.



Figure 2.0 – Dinacookies.Co Logo

Name of Business	Dinacookies.co
Address	Lot 1308, Jalan PD Era 2, Taman PD Era, Kampung Paya, Jalan Seremban, 71000, Port Dickson, Negeri Sembilan.
Phone Number	010-8881464
Type of Business	Online Business
Account Number	155041998133 (Maybank) Adlina Ashiqin binti Hasbullah

Table 1.0 – About Dinacookies.co