



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

NAME: SYARIFAH SUMAIYA BINTI SYED HISHAM

ID: 2020959575

Program: BA2323A

Lecturer Name: DR SYUKRINA ALINI MAT ALI

ACKNOWLEDGEMENT

Bismillahirrahmanirahim, Assalamualaikum and peace be upon you.

To begin with, I am eternally grateful to Allah because, with Allah help I was be able to complete this assignment for the subject Principles of Entrepreneurship (ENT530). Throughout this course of completing this assignment, I have gained a variety of valuable and meaningful experiences in my life as a students while doing an online distance learning.

Furthermore, I would like to express gratitude to my parents and my family member for the unwavering supporting that they gave, in which their encouragement has enables I to complete this assignemnt. Not to mention, I also would like to express my deepest appreciation and gratitude to Dr. Syukrina Alini Mat Ali because she has guided and taught us carrying out this assignments. Her guidance was very helpful for me in completing this individual assignment.

Last but not least, I would like to say thank you to my friends who show their support in making this assignment, all the help you have given is very much appreciated because with your help and support this assignment cannot be done perfectly.

EXECUTIVES SUMMARY

Cats Kingdom is a company that is located in Semenyih, this business consists of four independent worker one of them are Marketing Manager, Operational Manager and Financial Manager. Each department will be doing their task separately.

Cats Kingdom is operating using the concept of Softsell and Hardsell in which the person in charged will be posting about the products to the audience in our own official Facebook page. Cats Kingdom sell various of different cat food such as Bengal, Mother & Babycat, Siamesee, Persian kitten food, Sterelised cat food, Urinary cat food for the cat who have a problems with urinary can consumed this cat foods as it is good to maintain back the urinary problem, Ragdoll cat food, Care Hair & Skin cat foods and many more. There are also additional item that will be only available when doing a mid-year or end year selling, for instance bundle of Persian kitten foods or bundled of Sterilised cat food.

Moreover, our company Cats Kingdom target customer are more to a high end customer and normal customer in Semenyih, for instance doctor, lecturers, pilot or stewardass and teachers. Since our company are new to the concept of doing Hardsell and Softsell, our company experiences a lot of new thing for example our company noticed that in Facebook it have a specific time to be posting such as posting at 8.00 AM because that's is the time where people will starting to check their phone and scrolling through Facebook, also at 12.00 PM a time where customer eat their lunch and scrolling through social media and lastly at 10.00 PM a time where they are almost going to bed. By doing a research our company now knows that Time also play an important role when posting whether posting for hard sell, Soft sell or frequency sell. By posting according to the time, our posting about cat food will reach to the audience.

Lastly, our company take a really good care of the quality products for customer to easily purchase it. Our company would like to improved our products to serve to our beloved customer. Cats Kingdom hoped that on selling the brand product "Royal Canin" will be widespread in Malaysia so that we can open many branches all over stated not just in Malaysia but also other country.

Table of Contents

<i>ACKNOWLEDGEMENT.....</i>	<i>2</i>
<i>EXECUTIVES SUMMARY.....</i>	<i>3</i>
<i>2.0 Body of Report.....</i>	<i>5</i>
<i>3.0 Facebook Page.....</i>	<i>13</i>
<i>4.0 Facebook Teaser Post.....</i>	<i>15</i>
<i>5.0 Hard sell.....</i>	<i>18</i>
<i>6.0 Soft sell.....</i>	<i>34</i>
<i>7.0 Frequency of posting.....</i>	<i>50</i>
<i>8.0 Conclusion.....</i>	<i>59</i>
<i>9.0 References.....</i>	<i>60</i>

2.2 Introduction to Business

Cats kingdom is a business that concentrates on selling a suitable high-quality cat foods to other pet lovers who has cat at home or even feeding the cat at the street. Cats Kingdom focuses on selling the brand product “Royal Canine” because we have conduct a research and discovered that geographical area in Semenyih customer who have owned a pet have a pure breed cat, such as Main Coon, Bengal, Persian, Siamese etc., that is why Cats Kingdom decided to open a business in Semenyih and sell the product brand “Royal Canine” because this brand produced cat food that is suitable for a pure breed cat and also for other cat.

Cats Kingdom have a very own website so that their beloved customer or other customer can see the product what we have. By having our very own official website it will make our customer aware the existence of the company. As our main objectives are to fulfil our customers need while maintaining a high-quality cat foods that will be sell in affordable price for every customers and also to maintain the consistency and outstanding service for our customer in making consultation with every customer decision while making sure our customer’s preference as our main priority.

Vision

Cats Kingdom would like to become number one company that sell a high-quality cat foods which made with various cats foods that is suitable for the cats health. The firm would like to a have big group or regular customers that will be aware and extremely enthusiastic, whenever we released a new cats foods that “Royal Canine” has released.

Mission

- To become well-known and trending company in selling cat foods in Malaysia
- To maximize our profit continuously in this business
- To become number one customers favourite place to shop in purchasing Cats Kingdom cat foods.