



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

**SOCIAL MEDIA PORTFOLIO (40%)**



- NAME :**
1. WARDAH TIE NAJIEHA BINTI ABDUL HAMID (2019502735)
  2. NURHIDAYAH BINTI AHMAD SHARIFUDDIN (2019300113)
  3. NORSHAFIQAH BINTI MOHD RAHIM (2019179487)

**LECTURER :** MADAM NOORAIN MOHD NORDIN

## EXECUTIVE SUMMARY

Oden Cekyana by HSW selling spices with variety of flavour. Our business is focus on steamboat and easy to cook within 5minutes. We are an agent from Odeen Viral Cekyana Hq. our business also have register under go-ecommerce. We are running online business through media social like facebook. We will ensure that our customer will satisfied with our food and services.

This business is owned by three members, Hidayah, Shafiqah and Wardahtie. All partners will be taking hands on management roles in this business. Shafiqah and Wardahtie extensive experience in business and Hidayah has worked in sales and marketing for few years. We focused on audience that loves steamboat and people who don't have many time to cook and who loves travels. Our business also provide services like cash on delivery, self-pickup and online postage. We put such a high hope that our business will growth and successful with all support from our beloved customer.

We believe that knowledge that we have learned from this business will serve us well as we go forwards. The food and beverages industry have a great deal of opportunity but we also will faces some challenge as well. We feel that our business is in good position to growth and get higher profit in this industry.

## TABLE OF CONTENT

<b>CONTENT</b>	<b>PAGE</b>
Cover Page	
Acknowledgement	2
Executive Summary	3
G-Ecommerce Registration	5
SSM Certificate	8
Introduction of Business	11
Description of Product	12
Price List	13
Facebook Page	14
Teaser	15
Hard Sell	19
Soft Sell	29
Relevant Graphic to Each Post/Copywriting	37
Frequency of Posting	39
Page Summary	41
Facebook Page Like	42
Conclusion	43

## INTRODUCTION OF BUSINESS

**NAME OF BUSINESS:**

ODEEN CEKYANA BY HSW

**LINK ADDRESS:**

<https://www.facebook.com/OdeenCekyanaByHSW>

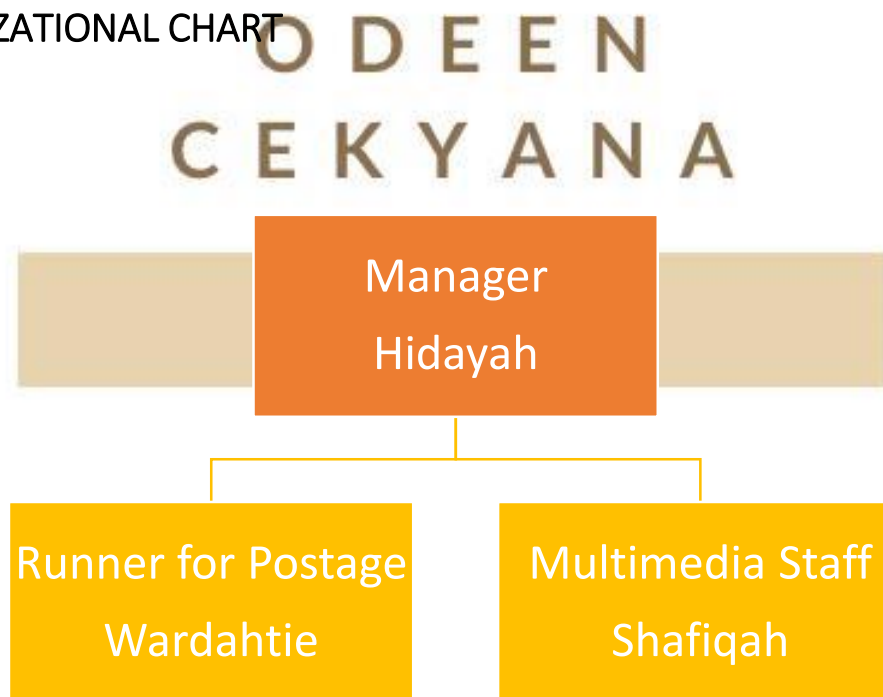
**VISSION:**

TO SELL THE BEST STEAMBOAT THAT CUSTOMER EVER  
TASTE

**MISSION:**

TO BE TOP SELLER OF ODEEN VIRAL CEKYANA IN  
SOCIAL MEDIA AND FAMOUS AMONG CUSTOMER

## ORGANIZATIONAL CHART



## DESCRIPTION OF PRODUCT

There are 6 types of flavour.

1. Hot & Spicy
2. Original
3. Kimchi
4. Soup Steamboat
5. Kari
6. BBQ

The ingredient of four flavour:

1. Hot & Spicy  
Salt, hot chili, lemongrass, coriander leaves, vegetable oil, wheat flour, fish sauce, yeast extract, acid controller (citric acid) as permitted food conditioners, sugar, and onion powder.
2. Original  
Salt, hot chili, lemongrass, coriander leaves, vegetable oil, wheat flour, fish sauce, yeast extract, acid controller (citric acid) as permitted food conditioners, sugar, and onion powder.
3. Kimchi  
salt, chili powder, lemongrass, galangal, kaffir lime leaves, vegetable oil, wheat flour, fish sauce, citric acid, yeast extract, sugar, onion, garlic, kimchi powder, potato flour, vegetable fat, ginger, sodium inosinate, and gunilat as a permitted flavor enhancer (plant source).
4. Sup Steamboat  
Salt, sugar, vegetable oil, onion powder, garlic powder, soy powder, wheat flour, citric acid, turmeric powder, sodium inosinate and guanylate as permitted flavor enhancers (plant sources), corn flour, ginger powder, coriander powder, black pepper powder, cumin, and cumin.

