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TEKNOLOGI
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Cawangan Melaka
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SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

Andysoven is an online shop that sells Burnt Cheesecake and Banana Walnut Cake in Kuala Lumpur and Selangor. The owner of Andysoven is Nik Effendy Hussin B. Hussin is the owner and also the baker. He receives the order from online platforms such as Instagram. Mr. Effendy will post his cakes online to promote and market it throughout KL and Selangor.

Using social media such Facebook and Instagram is a way to promote business that are online since customers cannot visit or taste the food sold. Using social media, customers are able to see pictures of the food and will be attracted to the product. Therefore, its very important to make sure that the pictures are attracting peoples' eyes. People can also leave feedbacks towards the business which will hep the business if there is a lot of good reviews.

With Facebook, the more people follow, share and like the page of the business, the more customers you will get. Consumers rely heavily on the pictures' businesses post and feedback that people have given. Business must heavily promote the page as to make sure more and more customers visit and buy their products.

Facebook also provides a platform where you can pay to boost your page according to your chosen demographics which will help customers notice the business faster which is the first step in making customers. When customers constantly see the advertisement of the business, after some time they will likely be curious and check out the product.

TABLE OF CONTENT

ACKNOWLEDGEMENT	1
EXECUTIVE SUMMARY	2
TABLE OF CONTENT	3
GO E-COMMERCE PROFILE AND E-CERTIFICATE	4 - 6
INTRODUCTION OF BUSINESS	7
NAME AND ADDRESS OF BUSINESS	
MISSION AND VISION	
PRICE LIST	
DESCRIPTION OF PRODUCT/SERVICES	8
PRODUCT INFORMATION	9
ORGANIZATION CHART	10

FACEBOOK POST (FB)	
CREATING FACEBOOK PAGE (FB) PAGE	11
CUSTOMIZING URL FACEBOOK (FB) PAGE	
FACEBOOK (FB) POST - TEASER	12 - 13
FACEBOOK (FB) POST - COPYWRITING (HARD SELL)	14 - 19
FACEBOOK (FB) POST - COPYWRITING (SOFT SELL)	20 - 23
CONCLUSION	24

INTRODUCTION OF BUSINESS



NAME OF BUSINESS : ANDYSOVEN

ADDRESS : Jalan Setiawangsa 21, Taman
Setiawangsa, 54200, Kuala Lumpur.

Mission

Andysoven mission is to sell 100 cakes per month and have good customer service

Vision

Andysoven vision is to one day have a bakery of its own while keeping up with the quality and also having good customer service.

Price List : Aluminium foil - RM 22
8-inch round cake - RM80

Description of Product

Andysoven sells Burnt Cheesecake and banana walnut cake in Kuala Lumpur and Selangor. The cakes are made by the owner of the business. The cakes are usually made in batches in the oven and after that will be cooled in the fridge for a day before arriving at the customer's house. The cooling process is to avoid the cakes from being destroyed as it is fragile after the baking process.

The Burnt Cheesecake and Banana Walnut Cake is sold in 2 sizes of containers which are an Aluminium foil which is RM 22 and 8-inch round cake is RM85 only. The Burnt Cheesecake and Banana walnut cake is made by order of the customer to keep the freshness of the cakes. The cakes will be delivered using grab.

Burnt Cheesecake has a soft texture and will just melt in your mouth as soon as you eat it. The top layer of the cake is slightly burnt but enough to taste the flavour of the cheesecake. The best way to eat the cheesecake is 10 minutes after getting it out of the fridge because the cake will be nice, moist and slightly cold. The flavour of the cheese is not strong so people who doesn't like cheese can still eat it.

Banana Walnut Cake is made up of bananas and walnut. The cake is soft and moist as it is still fresh from the oven. When you bite into it, you can taste the bananas and some small bits of walnut. The walnut makes the banana cake tastier as it makes the cake flavourful. The bananas used are organic which makes the banana cake taste so much better.