



اَوْنَبُوْ سِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

**INDIVIDUAL ASSIGNMENT:  
SOCIAL MEDIA PORTFOLIO**

**PREPARED FOR:  
DR SYUKRINA ALINI MAT ALI**

**PREPARED BY:  
NAJLA SAHIRA BINTI AMIRRULAIZAN  
2020967925  
BA232 3A**

**DATE OF SUBMISSION:  
16<sup>th</sup> July 2021**

## **ACKNOWLEDGEMENT**

In the name of Allah, the Most Gracious and the Most Merciful. 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 report. I experienced so much during this process, not only from the academic aspect but also from the aspect of personality. My humblest gratitude to the holy Prophet Muhammad (Peace be upon him) whose way of life has been a continuous guidance for me.

First and foremost, I would like to sincerely thank my lecturer Dr Syukrina Alini Binti Mat Ali for her guidance, understanding, patience and most importantly, she has provided positive encouragement and a warm spirit to finish this report. It has been a great pleasure and honour to have her as my lecturer. Besides that, a big thank you to University Technology MARA (UiTM) for making this subject as a part of our syllabus to acknowledge business education.

My deepest gratitude goes to all of my family members. It would not be possible to write this report without the support from them. I would like to thank my dearest father Amirrulaizan Bin Abdul Rahman, my lovely mother Nashitoh Binti Abdul Halim and also my siblings. Thank you for the supports and understanding since I did this assignment at home during this Movement Control Order (MCO).

I offer my special thanks to all my classmates who also helped me where I have misunderstandings or confusion in completing this assignment as well as giving their motivation, prayers and sincere help during my studies. Not forgetting also to all my beloved friends, thank you for being with me and supporting me through thick and thin.

I would also like to thank all those who helped directly or indirectly in preparing this report. May Allah shower the above cited personalities with success and honour in their life.

## **EXECUTIVE SUMMARY**

Nims Adediciousz was established in 2014. Nims Adediciousz is an online business that sells Nims Crispy Choco Jar/Tub in various cereal products such as Coco Rice, Mini Coco Crunch, Coco Ball and Coco Crisp. This product uses grains because it is very popular with everyone regardless of age and this is the main reason why NIMS chose to manufacture this product. The grains produced are not only one type but also various types and this can give customers the option to buy whichever is according to their tastes. People usually eat cereal with milk for breakfast but NIMS has made its product different from others by offering high quality chocolate coated cereal that has a premium taste. It can be said that this is one of their competitive advantages. Apart from that, NIMS also uses different and attractive packaging. Not only that, they will make sure that their products reach the customers safely. Thus, the packaging is carefully done and guaranteed safe.

Tengku Norhanim is the owner of this business and is also the owner of Nims Adediciousz company. She has been involved into the Crispy Choco Jar/Tub business while studying at Universiti Malaya (UM) and she runs this business together with her partner, her own husband. At Nims Adediciousz, they have stockists, lead agents, agents and even dropships. I am also one of their agents in Kajang, Selangor. I will get all the stock through my stockist while my stockist got it from Headquarters of Nims Adediciousz. Nims Adediciousz is headquartered in Klang, Selangor. They will send the stocks to their agents using the J&T Express service.

Nims Adediciousz's hope is to be able to attract more loyal customers by maintaining its monthly sales forecast. Therefore, they take it very seriously and ensure that all products must be of high quality and more importantly provide the best service to all their customers. As such, they promise the best products on the market while maintaining the "premium flavour" of chocolate at an affordable price. The price is set according to the type of grain chosen by the customer and they also offer great deals such as buying a lot will get a cheap price. In the future, they expect to have a wide range of products that they can offer to their customers so that customers stay loyal. Nims Adediciousz is always at their best to sustain this market and are always looking for new strategies to succeed.

## TABLE CONTENT

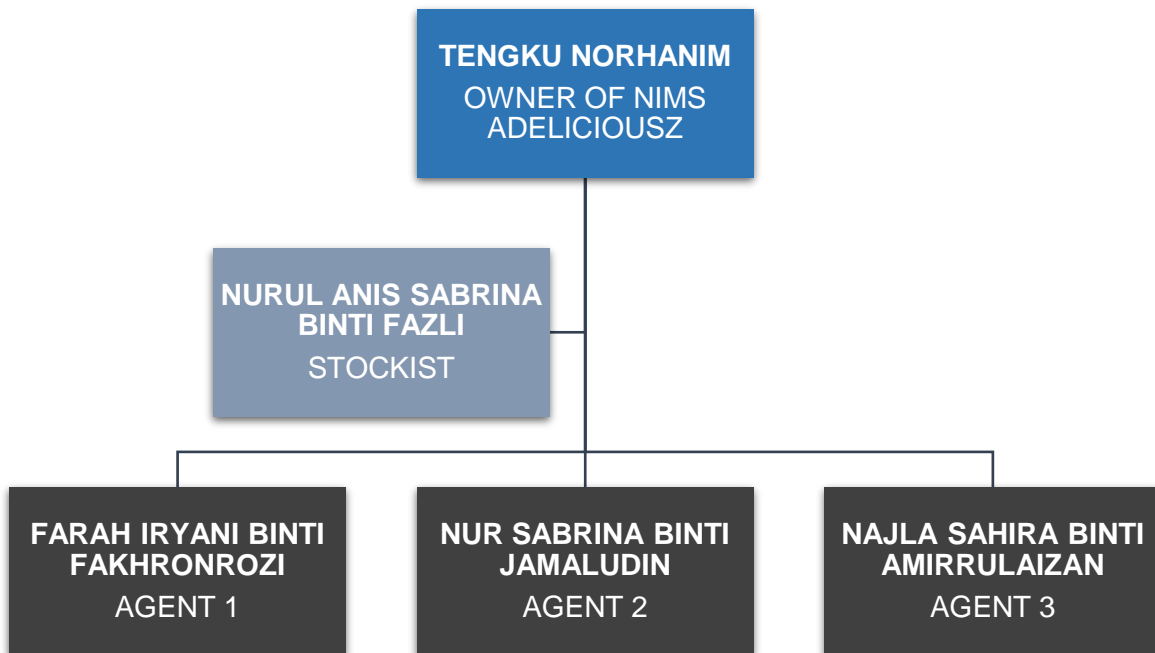
NO.	CONTENTS	PAGE
<b>1.0</b>	<b>Preliminary Materials</b>	
	1.1 Cover Page	1
	1.2 Acknowledgement	2
	1.3 Executive Summary	3
	1.4 Table of Contents	4
<b>2.0</b>	<b>Body of the Report</b>	
	2.1 Go-Ecommerce Registration	5
	2.2 Introduction of Business	6 – 7
	2.3 Facebook (FB)	
	i. Facebook Page	8
	ii. URL Facebook Page	8
	iii. Facebook Teaser	9 - 10
	iv. Facebook Copywriting (Hard Sell)	11 – 14
	v. Facebook Copywriting (Soft Sell)	15 – 18
	vi. Facebook Frequency	19 - 22
<b>3.0</b>	<b>Conclusion</b>	23
<b>4.0</b>	<b>References</b>	24

## INTRODUCTION OF BUSINESS

### 2.2.1 BUSINESS

The name of the business is called Nims Adeliciousz or known as a NIMS. For this business slogan is "Make Your Tummy Happy". This is an online business where they use their Facebook Page (FB) as their platform to introduce the product, attract potential customers and ultimately sell the product. Apart from Facebook, they also use other platforms such as Instagram, Tiktok because over time many people now use this platform to socialize. So, they use this opportunity to introduce their products. Therefore, NIMS does not have a specific address for their business because they do not have stores or outlets.

### 2.2.2 ORGANIZATIONAL CHART



### 2.2.3 MISSION AND VISION

#### MISSION

- Provide the customer with a variety of products to choose in the future while maintaining good quality and services.

#### VISION

- To make people happy with the low price chocolate premium taste.