



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS.) (BA232)

PRINCIPLE OF ENTREPRENURSHIP (ENT530)
INDIVIDUAL ASSIGNMENT



SOCIAL MEDIA PORTFOLIO
(PITAYA BOWLS)

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DATE OF SUBMISSION:

16 JULY 2021

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ACKNOWLEDGEMENT

Alhamdulillah, first of all I would like to praise Allah S.W.T for giving us this opportunity to complete this assignment. Also, I would like to say thank you to my parents for giving us the encouragement and support to us while doing our assignment. Without all this, I might not be able to complete our assignment on the time given.

Besides that, I would like to express our gratitude to our beloved lecturer, Dr. Syukrina Binti Mat Ali for her guidance and support. Without her guidance, I would not be able to complete this social media portfolio assignment. Thank you for always giving us all the moral supports, guidance and advice in making this assignment a success.

Last but not least, I would like to express my special thanks to my fellow classmates, who have in their own way helped me a great deal throughout the preparation of this portfolio assignment. With them, I also able to complete this assignment successfully in order to achieve a good result.

EXECUTIVE SUMMARY

This Facebook page was created on 23rd April 2021. The total of likes are 139 likes, and 142 people follow this Facebook page. The product promoted on this Facebook page is Pitaya Bowls. Pitaya Bowls is a healthy food that consists of many fruits, and the main base for the Pitaya Bowls itself is dragon fruit. Moreover, this product is also topped with granola and other fruits such as banana, kiwi, strawberry etc. This product is also suitable for all people, especially for people who are currently on a diet. The main objective of selling this product is to make sure people know that this type of healthy food does exist in Malaysia. Other than that, this product is only prevalent in the United States or the United Kingdom. Therefore, selling this product can make the customer more known about this product. The price of this product, called Pitaya Bowls, is affordable as one bowl of this product contains many fresh fruits. Also, using the Facebook page to market our product is good because we can promote it online. In addition, using the Facebook page is helpful as it attracts more people to know our product since many people like to purchase their items online, and Facebook is one of the platforms. This kind of promotion strategy can generate more of our income. By using this platform, we can learn new skills and knowledge on making a profit for our business.

INTRODUCTION OF BUSINESS

Name and Address of Business

The business name is Pitaya Bowls. This product contains a lot of nutritious items such as fruits and granola. Mostly, Pitaya Bowls is a dragon fruit and topping with any other fruits such as banana, kiwi and also topping with granola. This Pitaya Bowls are suitable to all people especially people who wants to diet as it can makes you full faster. Moreover, Pitaya Bowls has a lot of health benefits such as it can boost your immune system, good for digestion and many more. The address for this business is No 19, Lengkok Sri Siantan 50, Taman Sri Andalas, Klang, Selangor.



Figure 4