



اَوْنِبُوْ سَيِّتِيْ تَيْكُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR IN OFFICE SYSTEM AND MANAGEMENT (HONS.)
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO



**Buns &
Dou.**

BUNS & DOU.

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ACKNOWLEDGEMENT

Firstly, I would like to thank to Allah SWT because has given me the opportunity and ease everything during completing this assessment. Without His blessing, it is possible for me to finish this assessment. I had finally managed to finish up this individual portfolio successfully as one of the assessment requirements for the subject Principles Of Entrepreneurship (ENT530).

Secondly, I would like to express my thankfulness to University Technology Mara (UiTM) Campus Puncak Alam, Selangor for giving me the opportunity to carry out this assessment. This assessment has helped me to gain more knowledge and showing me the reality of Entrepreneurship life. Moreover, by doing this assessment it has helped me to know more about entrepreneurship world and the idea of how to be an entrepreneur in the future.

Besides that, I also want to thank to my lecturer Dr. Syukrina Alini Binti Mat Ali which has taught and give me knowledge about principles of entrepreneurship. Dr. Syukrina also has guide me through the process of completing this assessment. Every week in class, she always reminds and gives an explanation about this assessment. Without her help, I couldn't finish this assessment. Therefore, I would like to thank to my parents who always prayed well for me, giving me a good advice and suggestion that related to this assessment.

Lastly, I would like to thank to my classmates who had supported, gave guidance, giving me an idea and suggestion on how to do this assessment for this whole semester. I would also like to thank to the everyone who had involved and contributed directly or indirectly in my assessment until I can finish my portfolio successfully.

EXECUTIVE SUMMARY

Buns & Dou. is a bakery that more focus on buns because everyone does eat buns whenever they want and needs. As we know, buns are a common food we hear about, and everyone love to have it because buns are a very suitable food for everyone. So, in Buns & Dou. we prepare a variety of buns to fulfil customer's needs.

Other than that, Buns & Dou. is trademark for our business. The reasons we choose "Buns & Dou" is because it symbolizes the combination between dough and buns or to be more specific it shows that the buns is made of dough and these two are very interesting combination. Our bakery is located at Shah Alam, Selangor with very strategy location where it easy for people to get our buns.

Moreover, the main objective of this business is we want to offer the best buns to customer with affordable price and the best quality. We want them to taste the fantastic of our buns and they will remember the taste of this buns. Our buns are more likely to be known as "fluffy buffy" due to the softness of the buns itself. Hence, our buns provide a good insight for the continuation of sale to our customers.

Furthermore, we provide the excellent and friendly services to our customers so that they will put trust on us. We also believe that with offering the high quality service and excellent food the financial will be success to achieved.

- **ORGANIZATIONAL CHART**



- **MISSION**

- We are passionate about baking innovative products that taste great and make every eating experience more satisfying. We will never compromise our product quality or family values, and we will work each day to exceed customer expectations one order at a time.
- To serve our customers delicious, authentic food made from high-quality local and sustainable ingredients while growing a healthy values-driven business.

- **VISION**

- To become a well-known bakery's brand name internationally.
- To launch new branches all over Peninsular Malaysia.