



SOCIAL MEDIA PORTFOLIO KAKSAH KITCHEN



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EXECUTIVE SUMMARY

This project work is about research on a way to examine how to do an online marketing campaign and promote the product to the society. It is also to find the best way to attract and create awareness about the product to the public or target customer. This project also has encouraged people to know more about a new snack product namely Popia Crunchy by Kak Sah Kitchen.

To achieve the objective of this project which is to use social media as a platform to promote Kak Sah Kitchen products. We choose Facebook as a platform because as we know Facebook is one of the big platforms nowadays for people to interact with each other. As well as for businesspeople to find their target customer. Especially during this pandemic most of the people prefer to do online shopping instead of outdoor shopping. This will help the government to stop the spread of virus Covid 19.

Therefore, Kak Sah Kitchen is targeting the segmentation consisting of generation Y and Z. It is because these generations are addicted to the snack, especially today most of them are involved with online platforms and require them to study or work from home. As a result, Popia Crunchy will help them to avoid sleeplessness during the class or meeting. On Kak Sah Facebook page, there are a lot of things we shared that are related to Kak Sah Kitchen products such as the benefit of Popia Crunchy, variety of products by Kak Sah Kitchen, promotion that we had, feedback from customers and awareness about the current situation. Doing soft sells, hard sells, and the starting teasers can be done well on the Facebook page.

Using Facebook platform, we set up a marketing campaign by providing seven teasers to get more attention and excitement from customers. Moreover, we also share 16 graphics and postings for soft sells, and 16 postings for the hard sells. Every posting we share on Facebook page we have prepared the contact number which customer can contact us for more information or order purpose. A deeper explanation is stated below in progress.

GO-ECOMMERCE REGISTRATION

Go-Ecommerce Registration (Print Screen)

We presented the registration of Go-Ecommerce under UiTM Bandaraya Melaka, majoring in Degree in Finance. We were evaluated and guided under the supervision of Madam Zainah Jalil for the subject Principles of Entrepreneurship (ENT530).

The screenshot displays the Go-eCommerce registration page. At the top, there is a navigation bar with icons for HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE. The main content area is divided into two columns of registration details. The left column includes fields for Institution type, state, address, district, level of study, course name, subject name, and enrollment dates. The right column includes fields for institution list, name, city, postcode, study status, class name, year of enrollment, lecturer name, and internship details. A red 'Edit' button and a grey 'Delete' button are visible next to the study status field.

Type of Institution	: IHL	Institution List	: Universiti Teknologi
State of Institution	: Melaka		: MARA
Address of Institution	: UiTM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	Name of Institution	: UiTM Melaka Kampus Bandaraya Melaka
District of Institution	: Melaka Tengah	City	: Bandaraya Melaka
Level of Study	: Bachelor Degree	Postcode	: 75300
Course Name	: IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) KEWANGAN	Study Status	: Full time
Subject Name	: PRINCIPLES OF ENTREPRENEURS HIP	Class Name	: M1BA2424A
Month Enrolling the Subject	: 10	Year Enrolling the subject	: 2021
Internship Enrollment	: No	Lecturer Name	: Zainah Jalil
Month of Internship Enrollment		Year Of Internship Enrollment	
Expected Year To Complete Study	: 2023	Period of Internship Training	
Related To Study	: Yes	Expected Month To Complete Study	: 3

1.0 INTRODUCTION OF BUSINESS

1.1 Name and address of business



Name of the business	Kak Sah Kitchen
Business Address	Vista Lavender Apartment, Persiaran Kinrara Seksyen 3, Taman Kinrara Seksyen 3, 47190 Puchong, Selangor
Email	kaksahkitchen@gmail.com
Telephone number	011 - 00000000
Form of business	Partnership
Main Activities	Selling homemade snack products
Name of bank	Maybank
Bank account number	-

- **Name of business**

The name of the online business created is Kak Sah Kitchen. The name is inspired by the owner of the Kak Sah Kitchen, which is one of our partner mother's names, Hanisah binti Mat Deris. The word 'Kak' stands for sister in Malay and 'Sah' is her short name. It is easier to call her as 'Kak Sah' as people can recognize her immediately.