



اَوْنُوْرَ سِيْنِيْ وَتِيْكَنُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

FACULTY OF FILM, THEATRE AND ANIMATION (FiTA) UNIVERSITI

TEKNOLOGI MARA (UITM)

COURSE CODE/NAME:

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

TITLE:

SOCIAL MEDIA PORTFOLIO

NAME OF GROUP MEMBERS:

SYAMSULINA BINTI MOHD SAHIT (2019253752)

PROGRAM/ GROUP:

FF237

LECTURER:

MADAM NURHUDA BINTI HAJI NIZAR

DATE OF SUBMISSION:

16 JULY 2021

ACKNOWLEDGMENT



First of all, I want to thank to Allah and be grateful because give me the good health and protect my family from the covid-19 and give me chance to done this portfolio based on the dateline given.

This portfolio finally done with the help of the people around and individual effort including my family and friends that always support what I am doing. Since this is Open Distance Learning (ODL) it is hard for studying individually without friend around so with the close family members and close friend support I trying my best to done my work.

On this occasion as well, I want to say thank you so much to my beloved lecturer madam Nurhuda binti Haji Nizar because guide and teach me about this subject and teach me how to become entrepreneur. She always explains as best as she can to make sure the student understands about the subject. She also very takes care about her student.

Lastly, I hope with this subject I can learn how to become a good entrepreneur especially to making money in these day.

EXECUTIVE SUMMARY

Aiskrim Cik Su owned by Suryati binti Mohd Sahit. The owner gets the idea to sell the Aiskrim Cik Su based on ice cream Malaysia that very popular at the past. But the owner makes some revolution which is she makes the variety flavor to the ice cream. Besides that, Aiskrim Cik Su not only sell the Malaysian ice cream only. The owner also sells the ice cream inside the jar to make people more interact with the product. The Aiskrim Cik Su was establish in 2 years which is starting in 2019.

Initially, the owner just trying to produce the ice cream just for the hobby but because of she looks that the ice cream become popular, she starts to selling the ice cream as the part time job. Even she already working, she still wants to produce and sell the ice cream to get the side income. Aiskrim Cik Su have more than 10 flavors of ice cream Malaysia and 10 flavor of ice cream jar.

The business is totally conducted by herself and family. Her children helping her to produce the ice cream and her brother and sister become her agent to sell the product. The service to this product is delivery based on the area and the payment via online and cash. The owner also promoting her product using media social platform which is Facebook and Whatsapp.

TABLE OF CONTENT

Pages


NO	CONTENT	PAGE
1	GO-ECOMMERCE REGISTRATION	1
2	NAME AND ADDRESS BUSINESS	2
3	ORGANIZATIONAL CHART	3
4	MISSION AND VISSION	4
5	PRICE LIST	5
6	FACEBOOK PAGE	6
7	FACEBOOK TEASER	7
8	FACEBOOK POST-COPY WRITING SOFT SELL	8
9	FACEBOOK POST-COPY WRITING HARD SELL	10
10	CONCLUSION	12

Go-Ecommerce registration

Go-eCommerce
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTI

PERSONAL PROFILE BUSINESS PROFILE



YAMSULINA BINTI MOHD SAHIT

Personal Information

Name	: SYAMSULINA BINTI MOHD SAHIT	Phone/Mobile	:	
New Identity Card No.	:	Home Address	:	
Email Address	:		:	
City	:	District	:	
State	:	Postcode	:	
Personal Facebook	:	Personal Instagram	:	
Gender	: Female	Race	:	Malay
Marital Status	: Single	Special Need Required	:	No

Institution Information

UTM Puncak Perdana - NHN ENT530

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	:	UITM Puncak Perdana
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	:	Puncak Perdana
		Postcode	:	40150
District of Institution	: Petaling		:	
Level of Study	: Bachelor Degree	Study Status	:	Full time
Course Name	: NHN ENT530	Class Name	:	FF2374A
Subject Name	: Principles of Entrepreneurship	Year Enrolling the subject	:	2021
Month Enrolling the Subject	: 3	Lecturer Name	:	NURHUDA BINTI HAJI NIZAR
Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	:	11
Related To Study Field	: Yes		:	

eCertificates

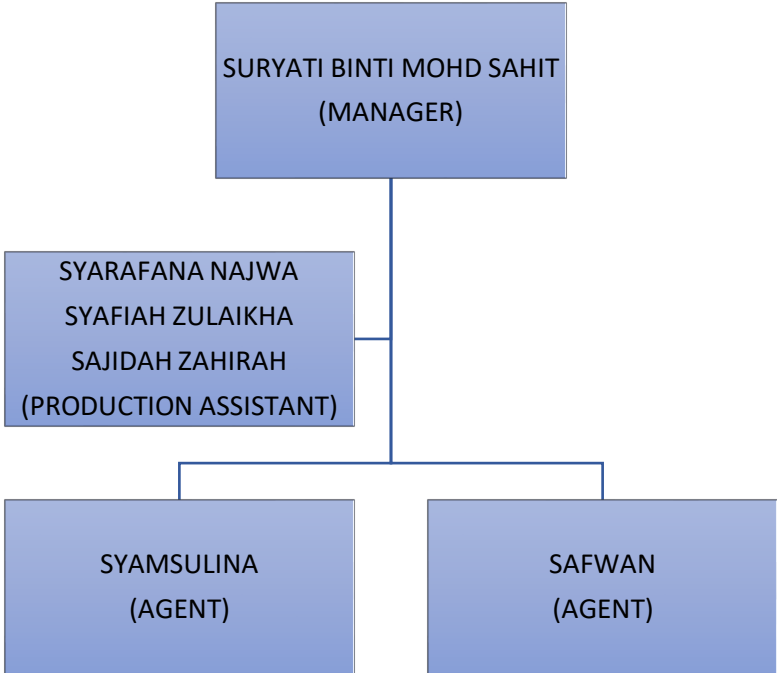
[Click here to download Programs eCertificate.com](#)

NAME AND ADDRESS BUSINESS ✓

Aiskrim Cik Su or formaly Cik Su Resources has selling the ice cream product with the variety flavors. The product is directly made for home which is in Seksyen 32, Shah Alam. To get the Cik Su's product, customers need to get order first via online or face to face then the product will be delivered to the customers house directly. But because the product is ice cream, only the area chosen can get the ice cream which is in Shah Alam and Klang area. This is because if the location far, it can make the ice cream melt on that way.

For the beginning, the areas to get the product is a limited because of lack of worker and the very sensitive product. So the Cik Su product only covered the near area.

ORGANIZATIONAL CHART



MISSION AND VISSION

- **MISSION**

- Provide the good product based on ice cream
- Make a new flavor revolution for the ice cream Malaysia
- Making the variety ice cream product

- **VISSION**

- Make the revolution for the ice cream flavors
- All Malaysian can try and get Aiskrim Cik Su

DECRPTIONS OF PRODUCT/ SERVICES

- Affordable price
- Variety values
- Delicious



PRICE LIST

- Aiskrim Cik Su RM 1



- Aiskrim Cik Su Balang RM 6



FACEBOOK PAGE

Owner: Syamsulina binti Mohd Sahit

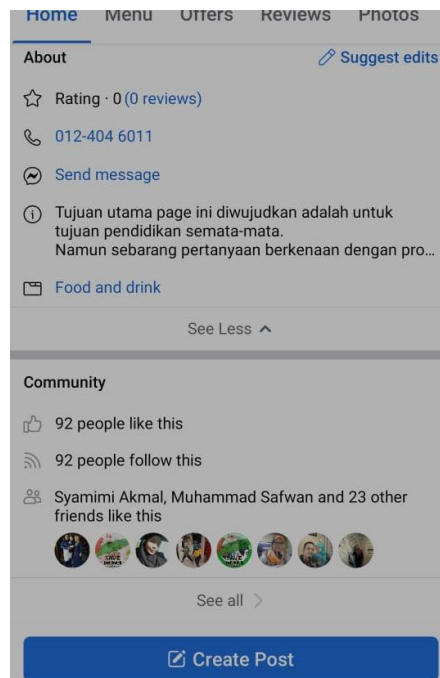
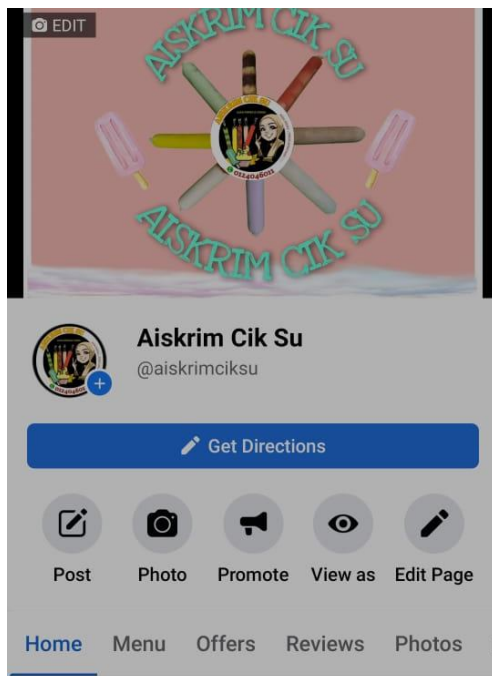
Name Page: Aiskrim Cik Su

Page like: 92 likes

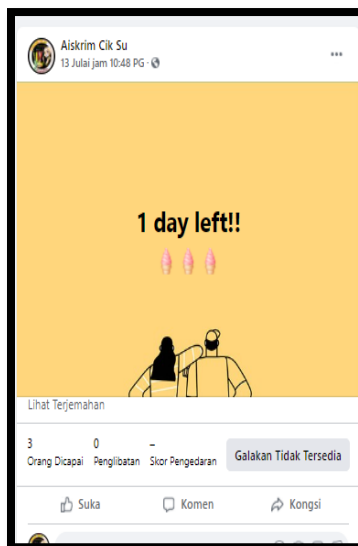
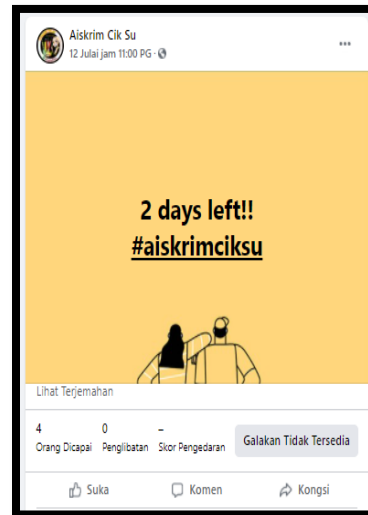
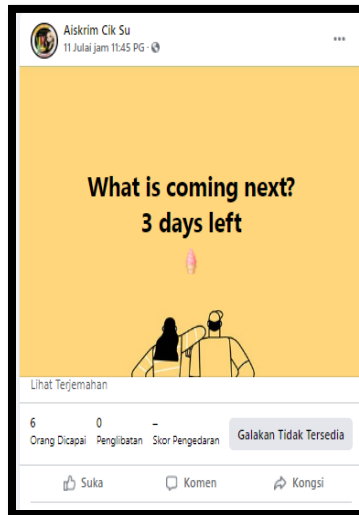
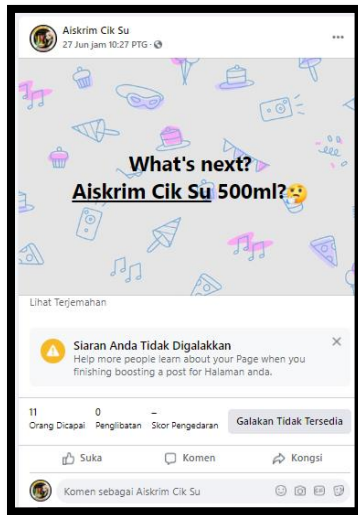


Link: [https://m.facebook.com/Aiskrim-Viral-Cik-Su-](https://m.facebook.com/Aiskrim-Viral-Cik-Su-100510685592465/?notif_t=page_invite_accept¬if_id=1622950734164636&ref=m_notif)

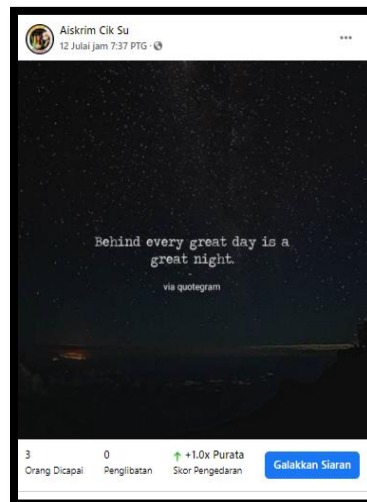
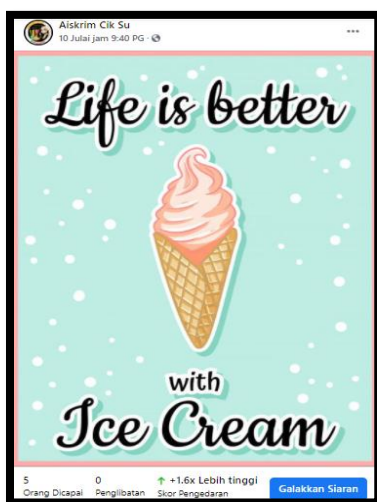
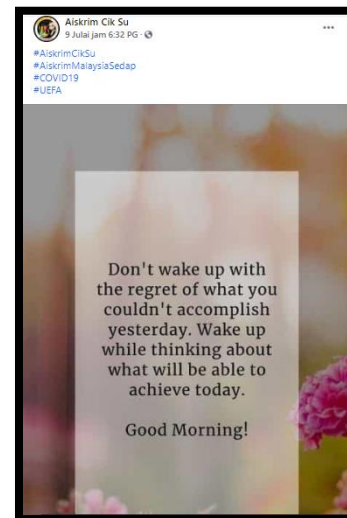
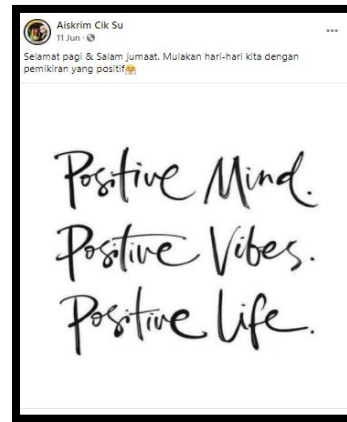
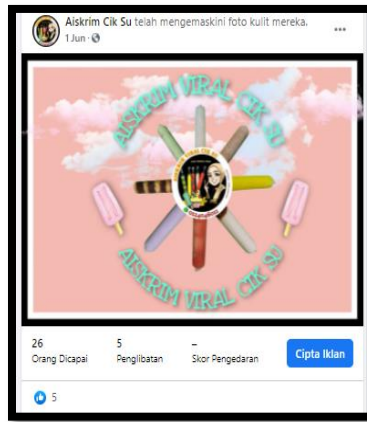
[100510685592465/?notif_t=page_invite_accept¬if_id=1622950734164636&ref=m_notif](https://m.facebook.com/Aiskrim-Viral-Cik-Su-100510685592465/?notif_t=page_invite_accept¬if_id=1622950734164636&ref=m_notif)



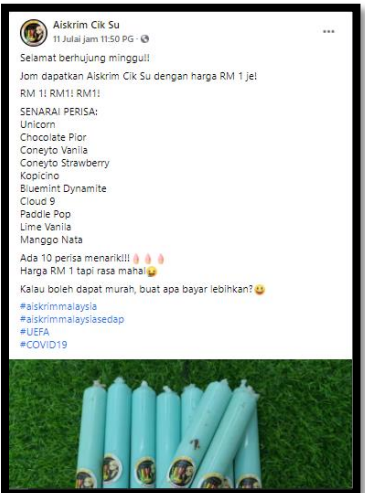
FACEBOOK TEASER

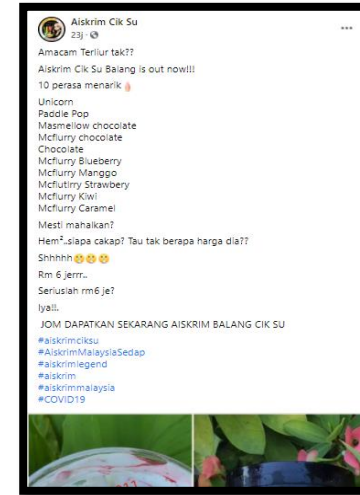
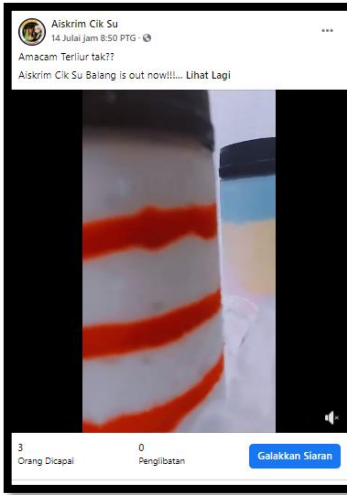
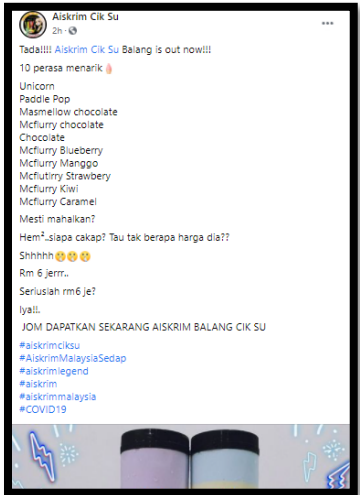


FACEBOOK POST-COPY WRITING SOFT SELL



FACEBOOK POST-COPY WRITING HARD SELL





CONCLUSION

In conclusion, selling the product via Facebook page give me new knowledge how to used the application. The Facebook is not only known as the media social function, but also can help the seller to sell their product free. Creating Facebook page also teach me to used the proper resources and copyrighting materials. Some of the posting will be cut from Facebook if the page is copying another material like song without permission and so on.

