



اَوْنَبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA 63

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA REPORT



NAME	STUDENT ID	GROUP
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PREPARED FOR:

DR ZAWANI MAMAT@ IBRAHIM

SUBMISSION DATE: 25 JULY 2021

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## **ACKNOWLEDGEMENT**

Alhamdulillah, I most grateful to Allah S.W.T for the completion of this Social Media portfolio as one of the requirements that need to be accomplish in the course work assessment for the code ENT530.

My parents deserve special appreciation for assisting me in completing my portfolio by assisting my business goods. This portfolio was created with the help and assistance of a large number of people. Not to mention one of my lecturers, Dr Zawani Mamat @ Ibrahim, for her compassion in assisting me with the completion of my social media business task. She has provided me with excellent service by giving me with helpful information. I wouldn't be able to finish this portfolio without her.

I've grown more organized and mature in dealing with challenges that arise in my business as a result of these issues. This portfolio includes social media marketing via Facebook, sales income, soft sell, hard sell, and teaser creation to attract customers. Finally, I want to express my gratitude to everyone who were engaged in and contributed to this portfolio, whether directly or indirectly, for the time and effort they put into my business until I was able to successfully finish my portfolio report. I apologize to all other unnamed person who helped me various ways to complete this portfolio and I hope this social media business and portfolio report can give us little bit about Entrepreneurship world and fact about how to become an entrepreneur in future.

## **EXECUTIVE SUMMARY**

For this semester, all of students that take Entrepreneurship subject have to choose one product and sell them. The purpose for this report was to analyses and observe the credibility of the company on what kind of marketing strategy that they choose in order for them to enhance the customer awareness regarding the products that they sold. One of the most famous tools that the company used to attract and gain customer is through social media which is Facebook.

In addition, this report also reported on how frequent the company promoting and advertise their product in the social media especially Facebook. Facebook was chosen because many people nowadays including all ranges of ages that used Facebook. Each company requires to post varieties of strategies to advertise the product. In posting at the Facebook, it includes teasers, hard sell and also soft sells. This is because social media is a good way for engaging and interacting customers. The more company communicate with the audience, the more chances company of conversion and this will create two-way communication.

As Facebook provides many kinds of advertising, it could help company to reach their potential customers faster than other company could so. This will make the company could achieve their targets to increase their sales. It also gains interests about the product that they sell towards their customers. Thus, Facebook connection makes company and customers are more probable to upsurge customer retention and customer loyalty

# E-COMMERCE REGISTRATION

Have you updated your sales today? Update your sales regularly to collect more points!

**PERSONAL PROFILE** | BUSINESS PROFILE

**Personal Information**

Name	: MUHAMMAD AIZAT BIN YUSRI	Phone/Mobile	:	<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
		Postcode	:	
City	:	Personal Instagram	:	
State	:	Race	:	
Personal Facebook	:	Special Need Required	:	
Gender	:			
Marital Status	:			

**Institution Information** [Add New](#)

UiTM Puncak Alam - NZI ENT530

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam
		Postcode	: 42300
District of Institution	: Kuala Selangor	Study Status	: Full time
Level of Study	: Bachelor Degree	Class Name	: NZI ENT 530
Course Name	: NZI ENT530	Year Enrolling the subject	: 2021
Subject Name	: PRINCIPLE OF ENTREPREEURSHIP	Lecturer Name	: NOR ZAWANI BT MAMAT@IBRAHIM
Month Enrolling the Subject	: 3	Year Of Internship Enrollment	:
Internship Enrollment	: No	Period of Internship Training	:
Month of Internship Enrollment	:	Expected Month To Complete Study	: 1
Expected Year To Complete Study	: 2023		
Related To Study Field	: Yes		

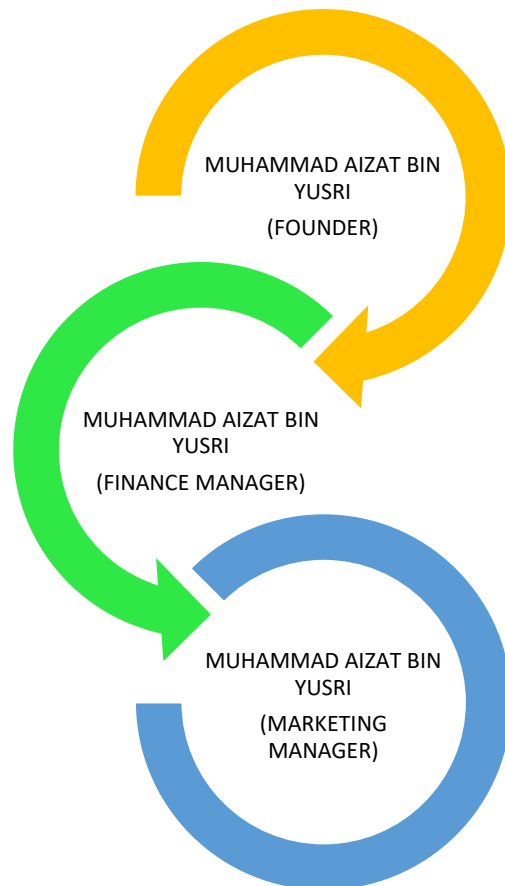
[Edit](#) [Delete](#)

## **INTRODUCTON OF BUSINESS**

### Name and Address of Business

- Name of Business: Moist chocolate cake
- Address of Business: Lot 2357 Jalan Si Rusa
- Business registration Number:
- Facebook Address:
- Telephone Number:
- Form of the Business: Sole-proprietorship
- Type of the Business: Retail Sale of Food Products

# ORGANIZATIONAL CHART



## Mission and Vision

### Mission

- As a culinary firm, our aim is to produce and deliver the freshest chocolate cakes in a timely and high-quality manner.

### Vision

- To be the finest firm at producing high-quality chocolate cake.
- To profitably expand our business.
- To provide our customers with the finest service possible



## **DESCRIPTION OF BUSINESS**

Moist Chocolate Cake Company's chocolate cakes are one of the most inexpensive and delectable desserts on the market. These chocolate cakes were created in order to suit the requirements and desires of cake-loving clients. These cakes are constructed in the shape of tiny cakes however, they are small in comparison to other chocolate cakes. It was then steamed and chopped into little pieces in the saucepan. Then it will be weighed after being covered in chocolate and placed in various size of container.

These chocolate cakes may be eaten at any time and in any location. For example, it may be consumed by someone who like the flavors of cakes. These chocolate cakes are also excellent for giving at any occasions where guests may subsequently develop a fondness for chocolate cakes.

## PRICELIST



SMALL- RM 10

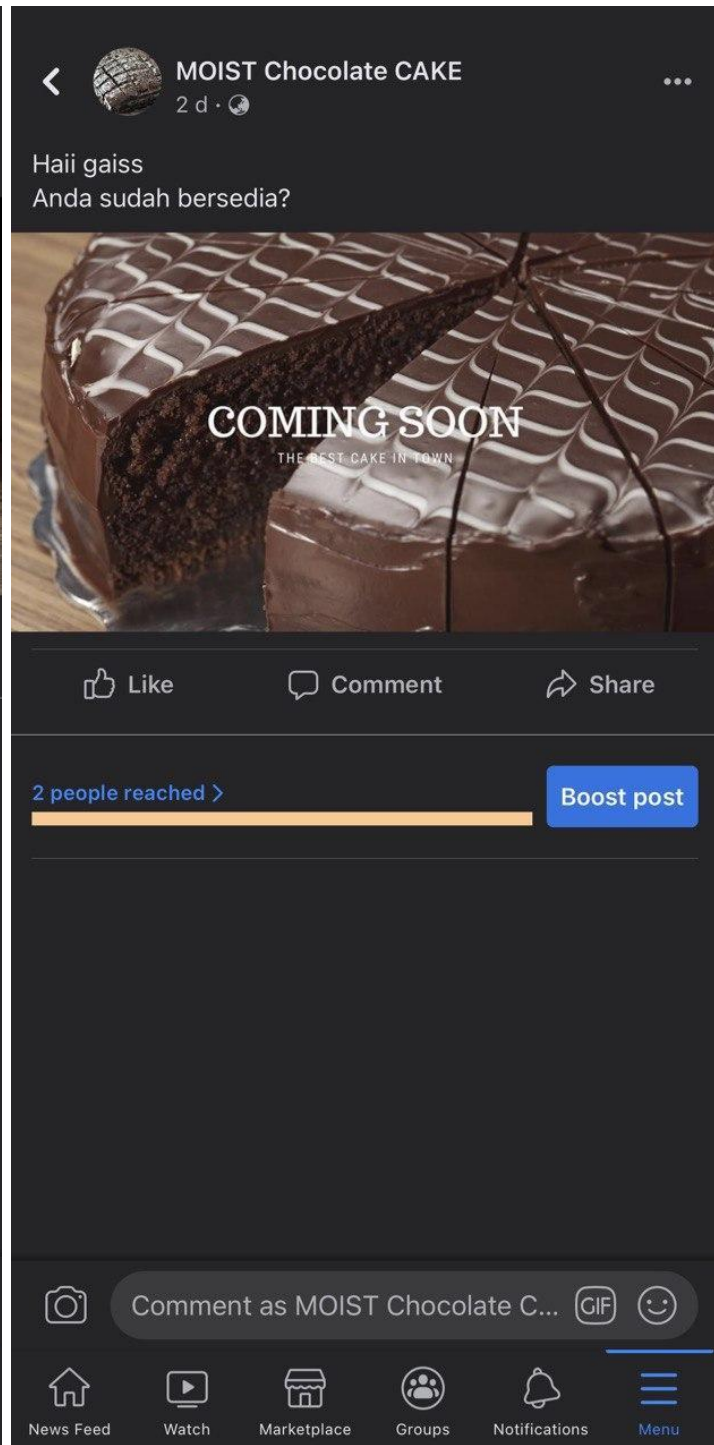
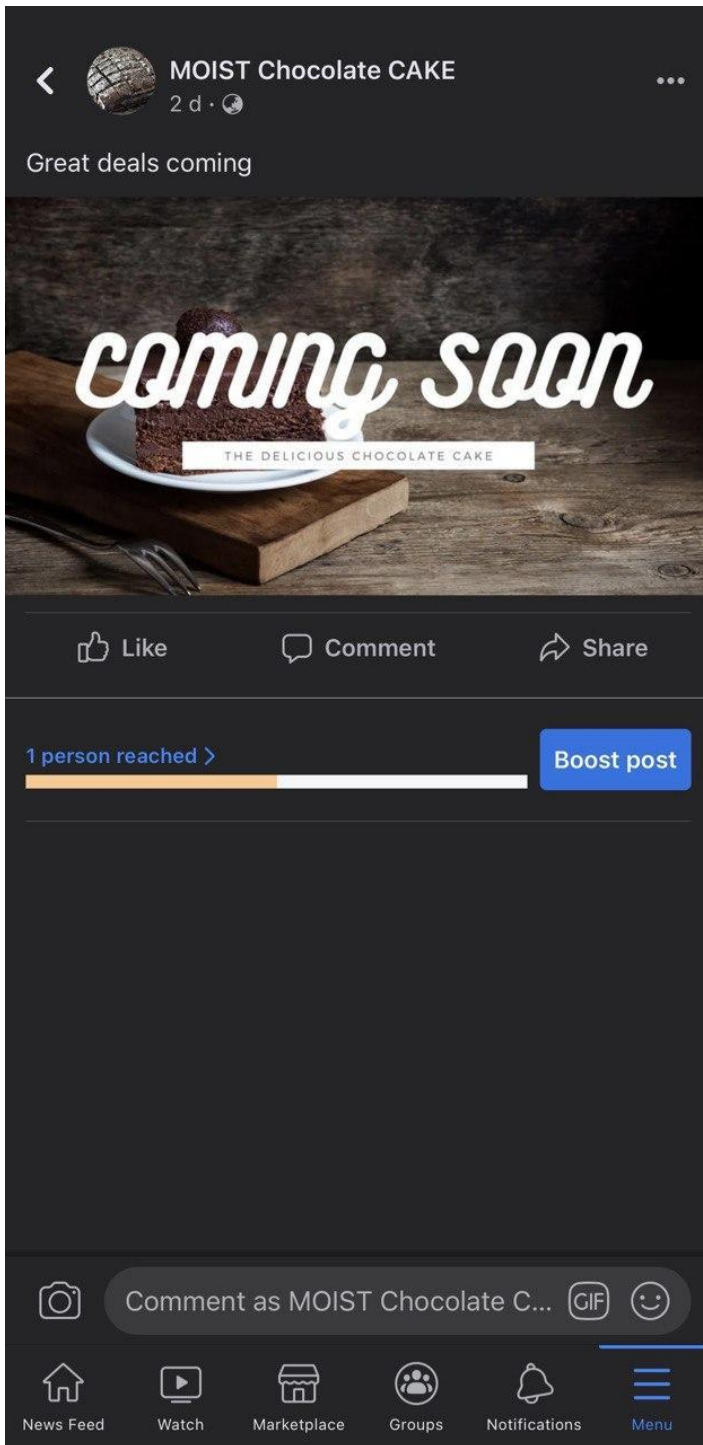
MEDIUM- RM 15



LARGE- RM 20

# FACEBOOK PAGE


## TEASER



HARD SELL

MOIST Chocolate CAKE  
1 h · 🌐

Teringin makan kek tapi taknak yang saiz besar  
Jangan risau kami ada menjual kek coklat dalam saiz yang kecil dan senang untuk dibawa kemana-mana



**SMALL- RM 10**

Senang untuk dimakan dan dibawa kemana-mana

Like Comment Share



1 person reached > **Boost post**

Comment as MOIST Chocolate C... GIF 😊

News Feed Watch Marketplace Groups Notifications Menu

MOIST Chocolate CAKE  
1 d · 🌐

Teringin makan yang manis manis?  
Jangan risau kami ada menjual kek coklat yang manis dan lembut  
Kek coklat kami terdapat pelbagai jenis saiz  
Tinggal pilih sahaja



- Small- RM 10
- Medium- RM 15
- Large- RM 20

Like Comment Share

2 people reached > **Boost post**

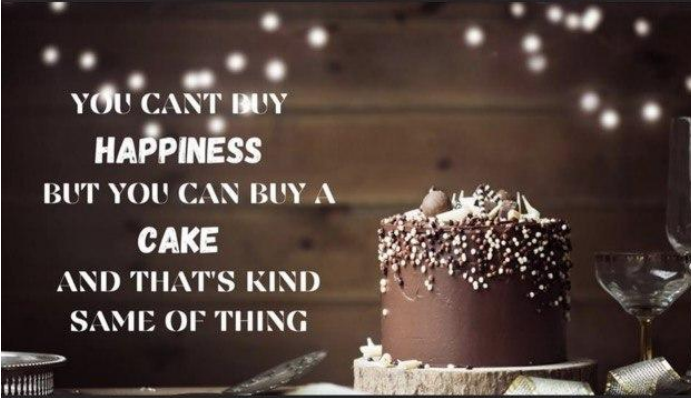
Comment as MOIST Chocolate C... GIF 😊

News Feed Watch Marketplace Groups Notifications Menu

SOFT SELL

MOIST Chocolate CAKE is 😊 feeling thankful.  
1 h · 🌐

Coklat boleh membantu anda senyum sepanjang hari 😊



Like Comment Share


1 person reached > Boost post

Comment as MOIST Chocolate C... GIF 😊

News Feed Watch Marketplace Groups Notifications Menu

MOIST Chocolate CAKE  
1 d · 🌐

Kami ingin berkongsi tentang kelebihan coklat. Mungkin ada yang belum tahu 😊😊



**MOIST CHOCOLATE CAKE**

**BENEFIT OF CHOCOLATE**

- HELP YOUR HEART TO STAY HEALTHY
- HELP IMPROVE OR MEMORY
- HELP TO AVOID SUNBURN
- IMPROVE OUR MOOD

Like Comment Share

2 people reached > Boost post

Comment as MOIST Chocolate C... GIF 😊

News Feed Watch Marketplace Groups Notifications Menu

# GRAPHICS

The screenshot displays the Facebook Page Insights interface for the page 'MOIST Chocolate CAKE'. The left sidebar contains navigation options: Overview, Business Suite, Creator Studio, Followers, Ads, Likes, Reach, and Page views. The main content area shows a table of published posts. The table has columns for Published, Post, Type, Targeting, Reach, Engagement, and Promote. The data is as follows:

Published	Post	Type	Targeting	Reach	Engagement	Promote
24/07/2021 20:13	Coklat boleh membantu anda senyum sepanjang hari 🍫🍫	Image	Public	1	0 0	Boost post
24/07/2021 20:04	Teringin makan kek tapi takut yang saiz besar. Jangan risau kami ada	Image	Public	1	0 0	Boost post
23/07/2021 20:14	Kami ingin berkongsi tentang kelebihan coklat. Mungkin ada yang	Image	Public	2	0 0	Boost post
23/07/2021 20:08	MOIST Chocolate CAKE updated their business hours.	Text	Public	2	0 0	Boost post
23/07/2021 20:06	Teringin makan yang manis manis? Jangan risau kami ada menjual kek	Image	Public	2	0 0	Boost post
22/07/2021 10:28	Hai gais! Anda sudah bersedia?	Image	Public	2	0 0	Boost post
21/07/2021 21:52	Great deals coming	Image	Public	1	0 0	Boost post
21/07/2021 21:35	MOIST Chocolate CAKE	Image	Public	0	0 0	Boost post

## CONCLUSION

To sum up, the food industry has evolved into one of the most successful industries in the world today. It is one of the most popular items among clients. Bumblebees see this as an opportunity to develop our business and increase earnings.

There are several things that may be noticed as a result of this effort. We used Facebook to showcase our business to the public because our firm had previously used the social media platform. Hard sale and soft sell both have their own relevance, and both have been utilized to get more people to buy our items. I had no idea that this approach, or even teasers, could truly draw individuals and familiarize them with our items based on my experience performing these things.

People are also more aware of our company's products because of the frequency of postings. This allows us to communicate with our consumers more often since they provide comments on our products and receive fresh information through our Facebook page.

Personally, I hope that our firm continues to grow and that more people become aware of our cakes. This topic, ENT530, has opened the students' eyes to the possibility of starting a company and using it to supplement their income.