



اُونِيُوَرَسِيْتِي تِي كُونُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS MANAGEMENT  
BA244 (BA2444A)

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ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

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NAME : MUHAMMAD SYAFIQ IZZUDDIN BIN SAMSUL  
BUHARI

ID NUMBER : 2019685526

TITLE : MEDIA SOCIAL PORTFOLIO

PREPARED FOR: DR NOR ZAWANI MAMAT@IBRAHIM

DATE OF SUBMISSION: 25/6/2021

## ACKNOWLEDGEMENT

I am a student from class BA2444B in Faculty of Business Administration (Operation Management). All glory to Allah and His blessing on the completion of this report of Social Media Portfolio on principles of entrepreneurship (ENT530). I have seen so much in this process, not just from the intellectual point of view, but also from the perspective of personality. First and foremost, I would like to express the appreciation to my Ent 530 lecturer, Dr. Nor Zawani Mamat@Ibrahim, for her encouragement, empathy, determination, and most importantly, for her positive inspiration and warm spirit to complete this report. It was a great pleasure and honour to have her as my lecturer. Last but not least, my wholehearted gratitude goes to my family members and classmates respectively. It would not be possible to write this study without the support of them. May Allah exhibit accomplishment and glory to the above-mentioned characters in their lives.

## EXECUTIVE SUMMARY

This social media portfolio is one of the assignments for principles of entrepreneurship (ENT530). For this assignment, I need to create a business and do promoting the business by using social media platform. As per requested, I choose to make business that related to the food because as we know our Raya celebration will come which is Cornflake Madu & Kuih Nestum. Cornflake Madu & Kuih Nestum is made by me and my mom. Our business located at Rawang, Selangor because it such a great location since it crowded with people around here. It could bring a lot of profits to my business because it easy for them to reach our product and choose what they wants based on the design that have been exposed. My target customer is for those who have an active lifestyle and make a good appearance in public. My business promoting this Cornflake Madu and Kuih Nestum through Facebook page (FB). This page help boost my business profits and gained a lot of attention from our customers.

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## GO-ECOMMERCE PERSONAL PROFILE (REGISTRATION)

| PERSONAL PROFILE   | BUSINESS PROFILE   |                          |  |              |                      |  |                      |  |  |              |   |  |                       |   |  |  |  |  |               |   |          |   |  |  |  |  |          |   |  |  |      |   |                    |   |      |  |       |   |      |   |       |  |                   |   |                          |   |    |  |        |   |      |  |  |  |                |   |        |  |  |  |
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|  <p><b>MUHAMMAD SYAFIQ<br/>IZZUDDIN BIN SAMSUL<br/>BUHARI</b></p> | <p><b>Personal Information</b></p> <table border="0"> <tr> <td>Name</td> <td>: MUHAMMAD SYAFIQ<br/>IZZUDDIN BIN<br/>SAMSUL BUHARI</td> <td>Phone/Mobile</td> <td>:</td> <td></td> <td rowspan="2" style="text-align: right;"><a href="#">Edit</a></td> </tr> <tr> <td></td> <td></td> <td>Home Address</td> <td>:</td> <td></td> </tr> <tr> <td>New Identity Card No.</td> <td>:</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Email Address</td> <td>:</td> <td>District</td> <td>:</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td>Postcode</td> <td>:</td> <td></td> <td></td> </tr> <tr> <td>City</td> <td>:</td> <td>Personal Instagram</td> <td>:</td> <td>null</td> <td></td> </tr> <tr> <td>State</td> <td>:</td> <td>Race</td> <td>:</td> <td>Malay</td> <td></td> </tr> <tr> <td>Personal Facebook</td> <td>:</td> <td>Special Need<br/>Required</td> <td>:</td> <td>No</td> <td></td> </tr> <tr> <td>Gender</td> <td>:</td> <td>Male</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Marital Status</td> <td>:</td> <td>Single</td> <td></td> <td></td> <td></td> </tr> </table> <p><b>Institution Information</b> <span style="float: right;"><a href="#">Add New</a></span></p> | Name                     | : MUHAMMAD SYAFIQ<br>IZZUDDIN BIN<br>SAMSUL BUHARI | Phone/Mobile | :                    |  | <a href="#">Edit</a> |  |  | Home Address | : |  | New Identity Card No. | : |  |  |  |  | Email Address | : | District | : |  |  |  |  | Postcode | : |  |  | City | : | Personal Instagram | : | null |  | State | : | Race | : | Malay |  | Personal Facebook | : | Special Need<br>Required | : | No |  | Gender | : | Male |  |  |  | Marital Status | : | Single |  |  |  |
| Name   | : MUHAMMAD SYAFIQ<br>IZZUDDIN BIN<br>SAMSUL BUHARI   | Phone/Mobile             | :  |              | <a href="#">Edit</a> |  |                      |  |  |              |   |  |                       |   |  |  |  |  |               |   |          |   |  |  |  |  |          |   |  |  |      |   |                    |   |      |  |       |   |      |   |       |  |                   |   |                          |   |    |  |        |   |      |  |  |  |                |   |        |  |  |  |
|  |  | Home Address             | :  |              |                      |  |                      |  |  |              |   |  |                       |   |  |  |  |  |               |   |          |   |  |  |  |  |          |   |  |  |      |   |                    |   |      |  |       |   |      |   |       |  |                   |   |                          |   |    |  |        |   |      |  |  |  |                |   |        |  |  |  |
| New Identity Card No.  | :  |                          |  |              |                      |  |                      |  |  |              |   |  |                       |   |  |  |  |  |               |   |          |   |  |  |  |  |          |   |  |  |      |   |                    |   |      |  |       |   |      |   |       |  |                   |   |                          |   |    |  |        |   |      |  |  |  |                |   |        |  |  |  |
| Email Address  | :  | District                 | :  |              |                      |  |                      |  |  |              |   |  |                       |   |  |  |  |  |               |   |          |   |  |  |  |  |          |   |  |  |      |   |                    |   |      |  |       |   |      |   |       |  |                   |   |                          |   |    |  |        |   |      |  |  |  |                |   |        |  |  |  |
|  |  | Postcode                 | :  |              |                      |  |                      |  |  |              |   |  |                       |   |  |  |  |  |               |   |          |   |  |  |  |  |          |   |  |  |      |   |                    |   |      |  |       |   |      |   |       |  |                   |   |                          |   |    |  |        |   |      |  |  |  |                |   |        |  |  |  |
| City   | :  | Personal Instagram       | :  | null         |                      |  |                      |  |  |              |   |  |                       |   |  |  |  |  |               |   |          |   |  |  |  |  |          |   |  |  |      |   |                    |   |      |  |       |   |      |   |       |  |                   |   |                          |   |    |  |        |   |      |  |  |  |                |   |        |  |  |  |
| State  | :  | Race                     | :  | Malay        |                      |  |                      |  |  |              |   |  |                       |   |  |  |  |  |               |   |          |   |  |  |  |  |          |   |  |  |      |   |                    |   |      |  |       |   |      |   |       |  |                   |   |                          |   |    |  |        |   |      |  |  |  |                |   |        |  |  |  |
| Personal Facebook  | :  | Special Need<br>Required | :  | No           |                      |  |                      |  |  |              |   |  |                       |   |  |  |  |  |               |   |          |   |  |  |  |  |          |   |  |  |      |   |                    |   |      |  |       |   |      |   |       |  |                   |   |                          |   |    |  |        |   |      |  |  |  |                |   |        |  |  |  |
| Gender   | :  | Male                     |  |              |                      |  |                      |  |  |              |   |  |                       |   |  |  |  |  |               |   |          |   |  |  |  |  |          |   |  |  |      |   |                    |   |      |  |       |   |      |   |       |  |                   |   |                          |   |    |  |        |   |      |  |  |  |                |   |        |  |  |  |
| Marital Status   | :  | Single                   |  |              |                      |  |                      |  |  |              |   |  |                       |   |  |  |  |  |               |   |          |   |  |  |  |  |          |   |  |  |      |   |                    |   |      |  |       |   |      |   |       |  |                   |   |                          |   |    |  |        |   |      |  |  |  |                |   |        |  |  |  |

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|                                    |  |                                     |                                  |   |
|------------------------------------|--|-------------------------------------|----------------------------------|---|
| Type of Institution                | : IHL  | Institution List                    | : Universiti Teknologi<br>MARA   | <a href="#">Edit</a> <a href="#">Delete</a> |
| State of Institution               | : Selangor   | Name of Institution                 | : UiTM Puncak Alam               |   |
| Address of Institution             | : Universiti Teknologi<br>MARA Cawangan<br>Selangor Kampus<br>Puncak Alam, 42300<br>Bandar Puncak Alam,<br>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<br>subject       | : 2021                           |   |
| Subject Name                       | : PRINCPLE OF<br>ENTREPREURSHI<br>P  | Lecturer Name                       | : NOR ZAWANI BT<br>MAMAT@IBRAHIM |   |
| Month Enrolling the<br>Subject     | : 3  | Year Of Internship<br>Enrollment    | :                                |   |
| Internship Enrollment              | : No   | Period of Internship<br>Training    | :                                |   |
| Month of Internship<br>Enrollment  | :  | Expected Month To<br>Complete Study | : 11                             |   |
| Expected Year To<br>Complete Study | : 2022   |                                     |                                  |   |
| Related To Study<br>Field          | : Yes  |                                     |                                  |   |

| PERSONAL PROFILE   | BUSINESS PROFILE  |  |                                   |  |                      |  |                      |                  |       |               |   |               |               |  |  |   |  |                        |   |                         |   |  |             |        |                  |   |  |   |       |                 |   |  |  |  |                                       |   |    |
|--|---|--|-----------------------------------|--|----------------------|--|----------------------|------------------|-------|---------------|---|---------------|---------------|--|--|---|--|------------------------|---|-------------------------|---|--|-------------|--------|------------------|---|--|---|-------|-----------------|---|--|--|--|---------------------------------------|---|----|
|  <p><b>MUHAMMAD SYAFIQ<br/>IZZUDDIN BIN SAMSUL<br/>BUHARI</b></p> | <table border="0"> <tr> <td>Company Name</td> <td>: Cornflake Madu &amp; Kuih<br/>Nestum</td> <td>Company Registration No.</td> <td>:</td> <td></td> <td rowspan="2" style="text-align: right;"><a href="#">Edit</a></td> </tr> <tr> <td>Type Of Business</td> <td>: PLT</td> <td>Business Role</td> <td>:</td> <td>Product Owner</td> </tr> <tr> <td>Facebook Page</td> <td>: https://www.facebook.co<br/>m/Cornflake-Madu-Kuih-<br/>Nestum-<br/>107384788267015/</td> <td>Business Category/Business<br/>Sub-Category</td> <td>:</td> <td>Food &amp; Beverages / Food &amp;<br/>Beverages</td> </tr> <tr> <td>Wechat for<br/>Business</td> <td>:</td> <td>Business Instagram Page</td> <td>:</td> <td></td> </tr> <tr> <td>Marketplace</td> <td>: None</td> <td>Business Website</td> <td>:</td> <td></td> </tr> <tr> <td>Business Related to<br/>Your Study Field</td> <td>: Yes</td> <td>Type Of Website</td> <td>:</td> <td></td> </tr> <tr> <td></td> <td></td> <td>Experience in International<br/>Export</td> <td>:</td> <td>No</td> </tr> </table> | Company Name                               | : Cornflake Madu & Kuih<br>Nestum | Company Registration No.               | :                    |  | <a href="#">Edit</a> | Type Of Business | : PLT | Business Role | : | Product Owner | Facebook Page | : https://www.facebook.co<br>m/Cornflake-Madu-Kuih-<br>Nestum-<br>107384788267015/ | Business Category/Business<br>Sub-Category | : | Food & Beverages / Food &<br>Beverages | Wechat for<br>Business | : | Business Instagram Page | : |  | Marketplace | : None | Business Website | : |  | Business Related to<br>Your Study Field | : Yes | Type Of Website | : |  |  |  | Experience in International<br>Export | : | No |
| Company Name   | : Cornflake Madu & Kuih<br>Nestum   | Company Registration No.                   | :                                 |  | <a href="#">Edit</a> |  |                      |                  |       |               |   |               |               |  |  |   |  |                        |   |                         |   |  |             |        |                  |   |  |   |       |                 |   |  |  |  |                                       |   |    |
| Type Of Business   | : PLT   | Business Role                              | :                                 | Product Owner                          |                      |  |                      |                  |       |               |   |               |               |  |  |   |  |                        |   |                         |   |  |             |        |                  |   |  |   |       |                 |   |  |  |  |                                       |   |    |
| Facebook Page  | : https://www.facebook.co<br>m/Cornflake-Madu-Kuih-<br>Nestum-<br>107384788267015/  | Business Category/Business<br>Sub-Category | :                                 | Food & Beverages / Food &<br>Beverages |                      |  |                      |                  |       |               |   |               |               |  |  |   |  |                        |   |                         |   |  |             |        |                  |   |  |   |       |                 |   |  |  |  |                                       |   |    |
| Wechat for<br>Business   | :   | Business Instagram Page                    | :                                 |  |                      |  |                      |                  |       |               |   |               |               |  |  |   |  |                        |   |                         |   |  |             |        |                  |   |  |   |       |                 |   |  |  |  |                                       |   |    |
| Marketplace  | : None  | Business Website                           | :                                 |  |                      |  |                      |                  |       |               |   |               |               |  |  |   |  |                        |   |                         |   |  |             |        |                  |   |  |   |       |                 |   |  |  |  |                                       |   |    |
| Business Related to<br>Your Study Field  | : Yes   | Type Of Website                            | :                                 |  |                      |  |                      |                  |       |               |   |               |               |  |  |   |  |                        |   |                         |   |  |             |        |                  |   |  |   |       |                 |   |  |  |  |                                       |   |    |
|  |   | Experience in International<br>Export      | :                                 | No                                     |                      |  |                      |                  |       |               |   |               |               |  |  |   |  |                        |   |                         |   |  |             |        |                  |   |  |   |       |                 |   |  |  |  |                                       |   |    |

## BUSINESS INTRODUCTION

### Company Background

The business name is made by myself and it based on what kind of product that I want to sell which is food. The business name plays an important role to attract the customer. After the several time to think the business name, I came out with 'Cornflake Madu & Kuih Nestum'. The business name that I create is totally shows the product that I want to sell and I put it with a big hope to attract the customer to buy my product.

The location of the company is some of the important things that the business owner must have for the business organization in future. For the location, I have decided to make it at Rawang, Selangor. My 'Cornflake Madu & Kuih Nestum' will be operating online and offline. For those who want to purchase it online, they can visit my business page for further information and guidance. On the other side, for those who want to see and buy my product, they can visit at the location given which is Rawang, Selangor.

## ORGANIZATION PROFILE



**MUHAMMAD SYAFIQ IZZUDDIN  
BIN SAMSUL BUHARI  
(2019685526)**

‘Cornflake Madu & Kuih Nestum’ is a small business and still new in this industry. I run this business by myself, as the business owner. I know that this business can be categorized as sole proprietorship or a sole trader. Since it just a small business, it easier for me to run and setup this business without using any huge cost for pay the wages salary if I using the workers. The profits of this business can be used for my business development in future as additional to be a sole trader.

## MISSION AND VISION

Mission of ‘Cornflake Madu & Kuih Nestum’ business is to give the best result in making the product and try to give the delicious food to the customers. The good quality material can give the best taste to the customer. The vision of ‘Cornflake Madu & Kuih Nestum’ business is to reach the business all over the Malaysia. My business provided an affordable price to all the customer. For now, it is important for me to create an attention to the customer to buy and support my business.

## PRODUCT LIST

Based on the name that given to the customer, the product that this business sell is cornflake madu and kuih nestum. The idea of this product is made by my family and me myself as it because of the Hari Raya Aidilfitri that we will celebrate less than 2 weeks. The product is made by me and my family. The idea to sell this product is because of one day, my mother was made this cornflake madu and kuih nestum for fun just to eat by our family. After we taste it, the food was so delicious and less than 2 days, all the food eaten up by my family. Since that, I decide to sell this product and show to the customer how delicious this food made by my mother.

| <b>NAME</b>    | <b>PRODUCT</b>   |
|----------------|--|
| Cornflake Madu |   |
| Kuih Nestum    |  |

## PRICE LIST

The price for all the product is so affordable for the customer. Based on my search, the price that my business put is so cheap and good rather than the other business that sell the same product. My business also offering the best price if the customer buys the product more than 1. The price range of all the product is between RM12 – RM22 per jar.

### Normal Price

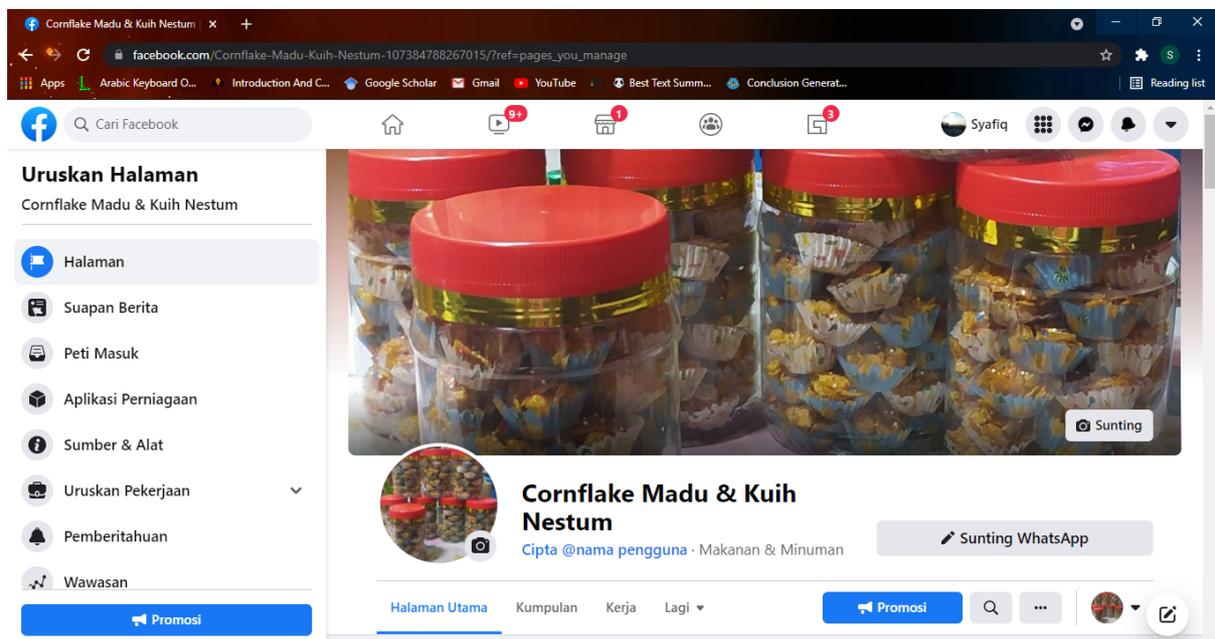
|                |              |
|----------------|--------------|
| Cornflake Madu | RM22 per jar |
| Kuih Nestum    | RM12 per jar |

### Promoting Price

|                |                 |
|----------------|-----------------|
| Cornflake Madu | RM80 per 4 jars |
| Kuih Nestum    | RM40 per 4 Jars |

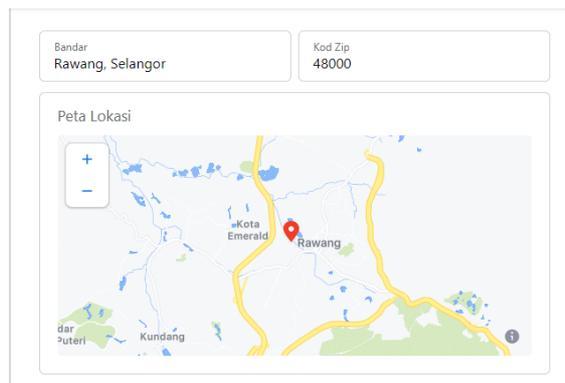
## FACEBOOK (FB) PAGE

Facebook (FB) page is one of the most social media that is used for promoting a business. It can create opportunities to increase brand name, engage with potential customer and generate a lot of profits. Since this social media costs nothing to me, I can take advantage on this platform to promoting my business to keep attracting the customer attention. The customer also can express their impression, their interest and giving the feedbacks of our products through my 'Cornflake Madu & Kuih Nestum' page.



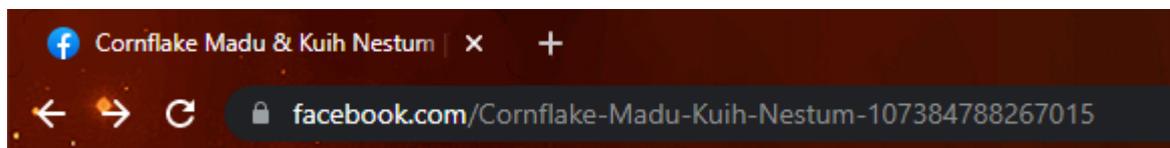
## CREATING FACEBOOK (FB) PAGE

Firstly, it is important to create a page for our business to gain attention from the FB user and to show them what business that I'm doing also show them what product that I sell. In this page, I will update all the information that can be use to the customer to know about my business and product such as location, address, contact information, items, price range, and etc. All the details were added to build a summary of 'Cornflake Madu & Kuih Nestum' business.



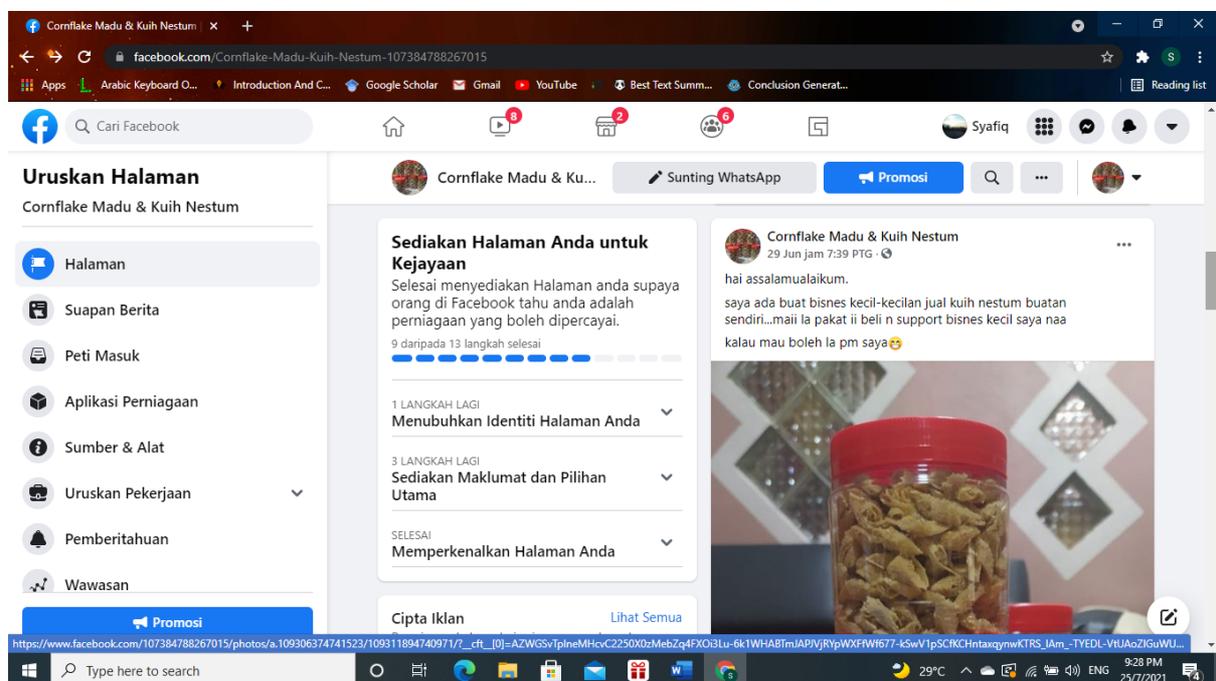
## CREATING URL FACEBOOK PAGE

After creating the business page, I also create the URL for my FB business page. This will be easier for the customer to find and discover new updates from us. The customer can simply click this link to view 'Cornflake Madu & Kuih Nestum' business on Facebook which is :-



## FACEBOOK POST – TEASER

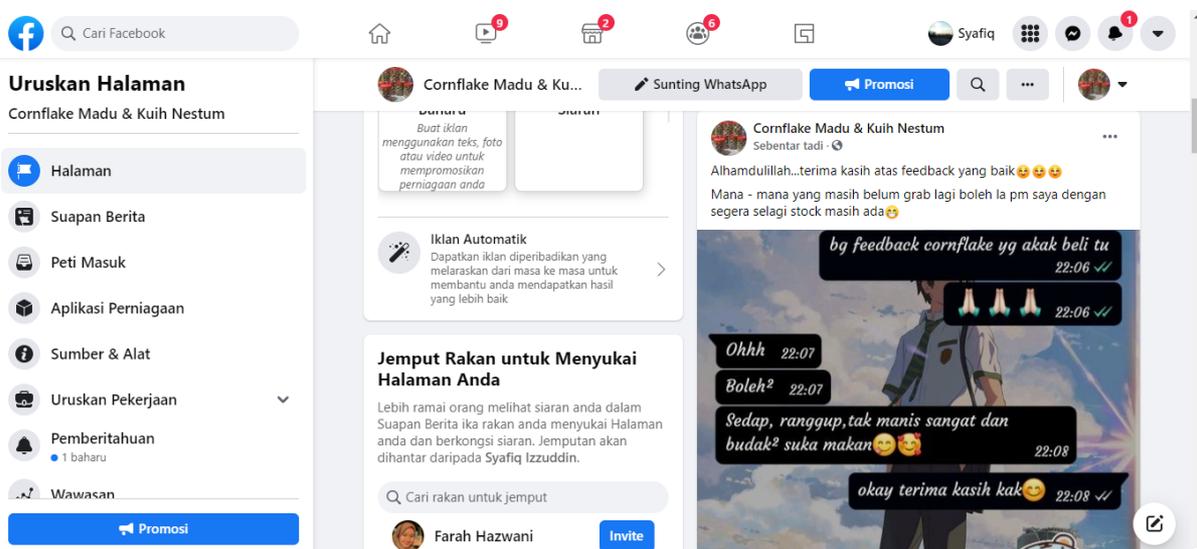
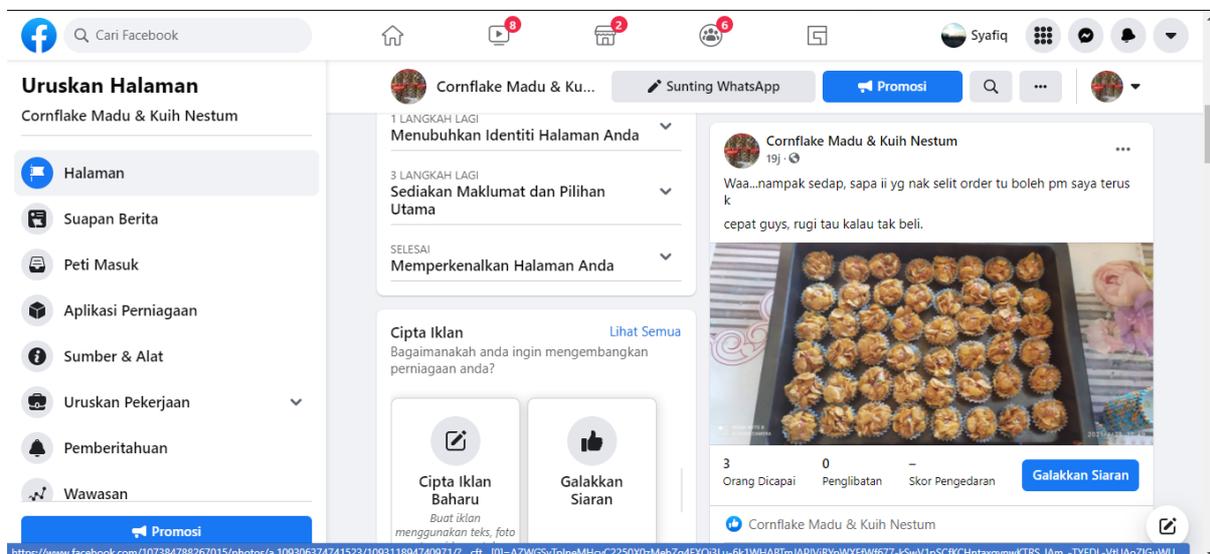
Teaser can be defined a some of techniques that entrepreneur uses to attract customer attention. This teaser can build customer's curiosity since information in the teaser always be limited to introduced products that will be released soon. A teaser campaign, also known as a pre-launch campaign, is an advertising campaign that usually consists of a collection of briefs, cryptic, intimidating commercials that predict a bigger, full-blown product launch or otherwise significant event; these advertisements are called "teasers" or "teaser ads". Basically, Cornflake Madu & Kuih Nestum business creating some teasers on Facebook page that consists video and pictures that introducing our product.



The screenshot shows a Facebook browser window. The address bar displays the URL: [facebook.com/Cornflake-Madu-Kuih-Nestum-107384788267015](https://www.facebook.com/Cornflake-Madu-Kuih-Nestum-107384788267015). The page header includes the Facebook logo, a search bar with the text "Cari Facebook", and navigation icons for home, notifications, and messages. The main content area features a post from "Cornflake Madu & Kuih Nestum" dated "29 Jun jam 7:39 PTG". The post text reads: "hai assalamualaikum. saya ada buat bisnes kecil-kecilan jual kuih nestum buatan sendiri...maii la pakat ii beli n support bisnes kecil saya naa kalau mau boleh la pm saya 😊". Below the text is a photo of a red-lidded jar filled with golden-brown cornflakes. To the left of the post is a progress bar titled "Sediakan Halaman Anda untuk Kejayaan" (Prepare your page for success), indicating 9 out of 13 steps are complete. The steps listed are: "1 LANGKAH LAGI Menubuhkan Identiti Halaman Anda", "3 LANGKAH LAGI Sediakan Maklumat dan Pilihan Utama", and "SELESAI Memperkenalkan Halaman Anda". The Windows taskbar at the bottom shows the system tray with a temperature of 29°C, the time 9:28 PM, and the date 25/7/2021.

# FACEBOOK POSTING – (HARD SELL) COPYWRITING, (SOFT SELL) COPYWRITING

Hard sell post is a promotional strategy that uses direct messaging. Hard shell post will allow consumers continue to buy our goods in the short term. Cornflake Madu & Kuih Nestum use a hard shell to produce hard sells that contain our promotion to our consumers while the soft cell is a post that is a promotional technique that used a subliminal message to advertise goods. It is often known to be a non-aggressive tactic that does not result in the selling of a company but may build brand loyalty. This soft selling would be an opportunity for our consumers to boost brand loyalty and raise awareness of our products. Cornflake Madu & Kuih Nestum use a soft shell to produce soft sells for our consumers view. This is the hard sell and soft sell that Cornflake Madu & Kuih Nestum have created:



## CONCLUSION

In conclusion, starting a business is not an easy process. It could take days and even months to prepare. Patience, intense workloads, and dedication that many people do not have is an important thing that we need when starting a business. Despite various difficulties in the area of industry, the topic of the Principles of Entrepreneurship (ENT 530) has shown students with expertise about how to grow a company from scratch to students are able to come up with ways to coordinate the actual thing company. The assignment of the Social Media Portfolio has demonstrated that social media, such as Facebook, has many amazing advantages when it allows news or enterprise that have started to gain national and even global interest in the goods sold. Communication and dissemination of information become quickly than ever. It is because the number of Facebook user increasing day by day and they spend more than half day on their social media. Another advantage on using social media is inexpensive. It will cost you zero if you are doing promoting by using your business account on Facebook page unless you pay to make Facebook ads on your social media business account. This can help you to boost up your sales and increase the numbers of potential customers. So, it will be no excuse for young entrepreneur to start their desire business. They can easily learn on how to do marketing and business through social media or look for it online. There are a lot of opportunities for them to be a successful entrepreneur if they in the right track and learn it from the expert. Lastly, young entrepreneur should start from the basic to gain knowledge and experience to be a successful people in the future.

