



اَوْنِوَرَسِيَّتِي تِيَكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA 84

**FACULTY OF HOTEL AND TOURISM MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**HM2453B1**

**PREPARED BY :-**

MUHAMMAD DANIEL BIN RAHMAT

**STUDENT ID :-**

2020987751

**TITLE :-**

SOCIAL MEDIA PORTFOLIO

**PREPARED FOR :-**

MADAM NOR ZAWANI BINTI MAMAT@IBRAHIM

## **ACKNOWLEDGEMENT**

First of all, I would like to express my gratitude to Allah SWT and His messengers, Prophet Muhammad SAW for this blessing, which enabled me to complete the social media portfolio as one of the works for the assessment on this subject Principles of Entrepreneurship (ENT530).

Next, I would like to thanks to those who led and helped me in making this work a success and not to forget to thanks for the advice, comments and suggestions given by Madam Nor Zawani binti Mamat@Ibrahim who guided me all this time. I would also like to pay tribute to the important role of my lecturers in providing me with the knowledge and assistance needed to complete this portfolio.

Finally I am very thankful to both my parents who have helped me to promote my business in the portfolio and also gave me the motivation to continue this work until it is completed. I hope this portfolio is well received, as I have done everything possible to complete this individual mission.

## **EXECUTIVE SUMMARY**

The purpose of this study is to evaluate and observe the reputation of companies towards the marketing approach by which they want to increase consumer awareness of the goods they sell. One of the best methods to attract customers is through social media, such as Facebook.


In addition, the study shows how companies promote and advertise their products on social media and Facebook in particular. Facebook has become the best choice because these Facebook users are made up of various ages, no matter young or old. Various techniques are required to publish commodities in each enterprise. Teasers, hard sales, and even soft sales are used in Facebook posts. This is because social media is an effective way to communicate with customers. The more a business reaches an audience, the more likely the conversion company is to have a two-way conversation.

Facebook offers various types of ads, it can help businesses access their target clients more easily than others. This will help the company achieve its revenue target. Products sold to their customers also get their interest and attention. Facebook links allow companies and customers to attract and retain customers.

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## GO – ECOMMERCE REGISTRATION



MUHAMMAD DANIEL BIN RAHMAT

### Personal Information

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

### Institution Information

[Add New](#)


UTM Puncak Alam - NZI ENT530

Type of Institution	:	IDL	Institution List	:	Universiti Teknologi MARA	
State of Institution	:	Selangor	Name of Institution	:	UTM 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				
Level of Study	:	Bachelor Degree	Study Status	:	Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	:	NZI ENT530	Class Name	:	NZI ENT 530	
Subject Name	:	PRINCIPLE OF ENTREPREURSHIP	Year Enrolling the subject	:	2021	
Month Enrolling the Subject	:	3	Lecturer Name	:	NOR ZAWANI BT MAMAT@IBRAHIM	
Internship Enrollment	:	No	Year Of Internship Enrollment	:		
Month of Internship Enrollment	:		Period of Internship Training	:		
Expected Year To Complete Study	:	2022	Expected Month To Complete Study	:	6	
Related To Study Field	:	No				

eCertificates

### PERSONAL PROFILE

### BUSINESS PROFILE



MUHAMMAD DANIEL BIN RAHMAT

Company Name	:	Kepal	Company Registration No.	:		<a href="#">Edit</a>
Type Of Business	:	Enterprise	Business Role	:	Agent	
Facebook Page	:	Mangga Kapal	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:		Business Website	:	https://www.facebook.com/Mangga-Kepal- 100626175597113	
Business Related to Your Study Field	:	No	Type Of Website	:	eCommerce Platform	
			Experience in International Export	:		



## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020987751  
Nama : MUHAMMAD DANIEL BIN RAHMAT  
Program Pengajian : SARJANA MUDA SAINS (KEPUJIAN) PENGURUSAN SENI KULINAR  
Fakulti : Faculty of Hotel & Tourism Management  
Kampus : Selangor

### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid  
Bidang Perniagaan yg : Makanan  
diceburi  
Tempoh Perniagaan :  
No. Pendaftaran Perniagaan :  
URL Perniagaan :  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 21 May 2021  
Tarikh Cetak : 26 Jun 2021

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

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## *Certificate of Completion*

This acknowledges that

MUHAMMAD DANIEL BIN RAHMAT

---

has successfully completed

### **eUsahawan Course Level 1 – Go Digital**

organised by



This is a digital-generated certificate. No signature is required.

## INTRODUCTION OF BUSINESS

### 1. Name and Address of Business



PIXELCUT

Mangga Kepal's Logo

Name of Business : Mangga Kepal

Address of Business : No.35 Jalan Padi Mahsuri 4, Bandar Baru Uda, 81200, Johor Bahru, Johor

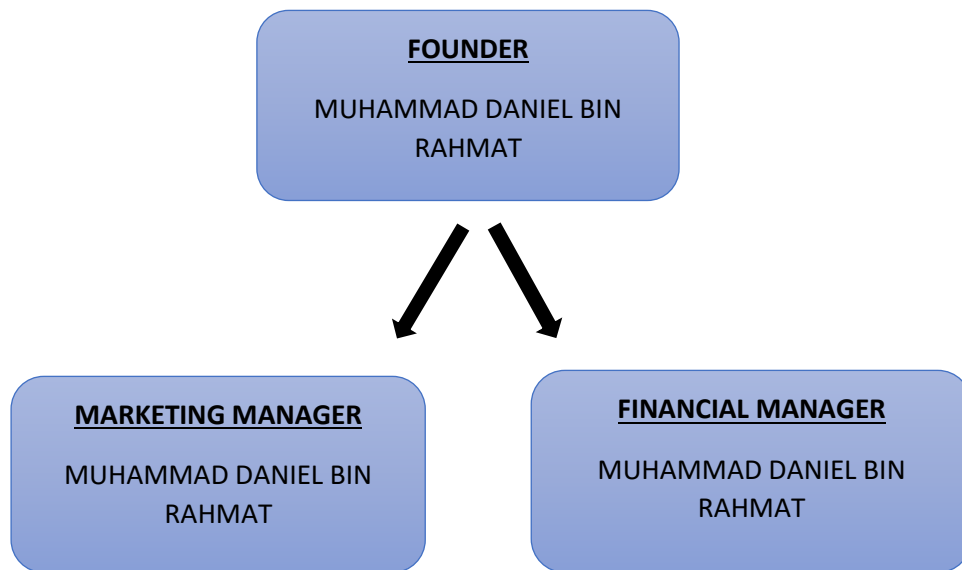
Facebook Address : [https://www.facebook.com/Mangga-Kepal-100525175597113/?ref=pages\\_you\\_manage](https://www.facebook.com/Mangga-Kepal-100525175597113/?ref=pages_you_manage)

Telephone Number :

Type of Business : Enterprise



## ORGANIZATIONAL CHART



### Mission

To create the mango juice by using the originality of fresh mango itself. Easily available from our own high quality farms as required by the market now. In addition, it also provides employment opportunities to the younger generation so that they can expand this business to the level of the international market

### Vision

To be a well -known manufacturer and marketer in Malaysia by producing various products based on mangoes which at the same time can emphasize halal and clean quality according to the standards required by the Ministry of Health Malaysia (MOH)

## PRODUCT DESCRIPTION



Mangga Kepal is one of the businesses that sells fresh and original mangoes from the farm. As we know that these mangoes contain many good nutrients, such as vitamins A, C and even E. Therefore, the mangoes we sell are suitable for all ages whether young or old, they can still drink them. We also don't use extra instant powder, in fact we only use mangoes that are really ripe and nutritious.

The Mangga Kepal that we sell has its own variety where this mango blended has an original and delicious taste compared to the instant mango powder. Therefore, it can be said that this variety can give people to taste its deliciousness as well as can maintain their eye health, good for the digestive system and also help in maintaining the beauty of the skin compared to the instant flavour of the powder.

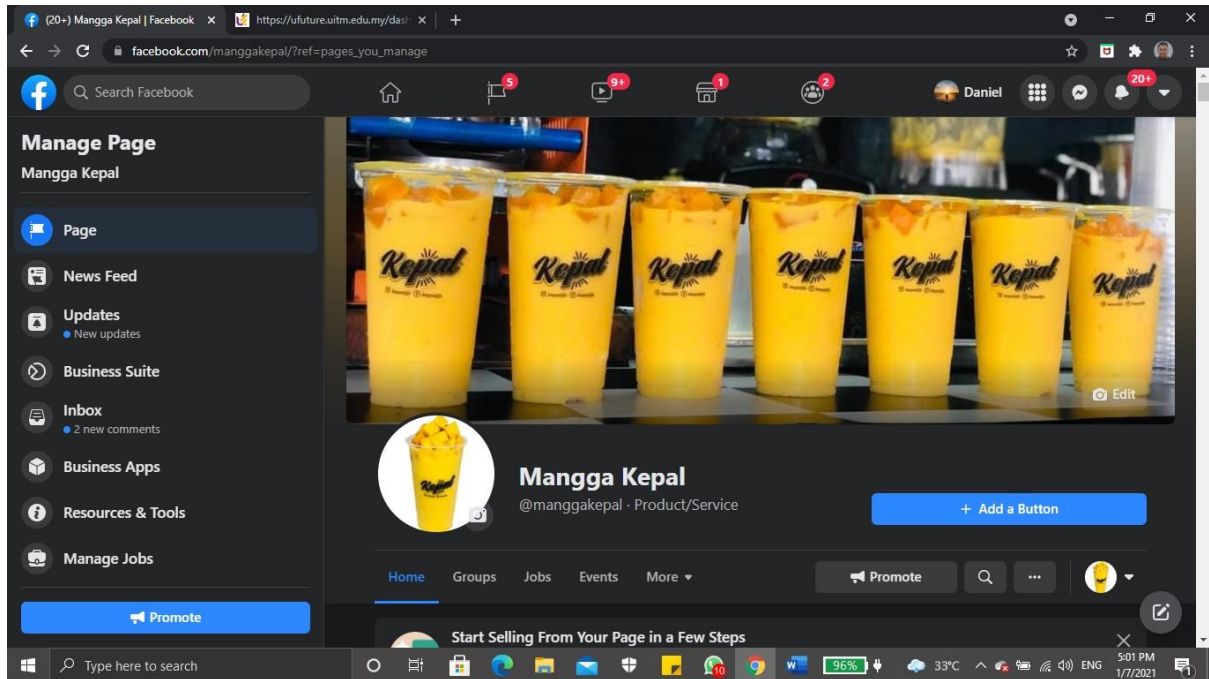
As we know that Malaysia is a country that has two seasons, summer and rainy season. Because of that, we decided to sell mango ice blended which is very suitable for the weather in Malaysia. With this, customers can buy and drink the mango blended that we sell no matter if it is raining or hot and it is also suitable to drink anytime and anywhere.

## PRICE LIST



# FACEBOOK

## 1. Creating Facebook Page

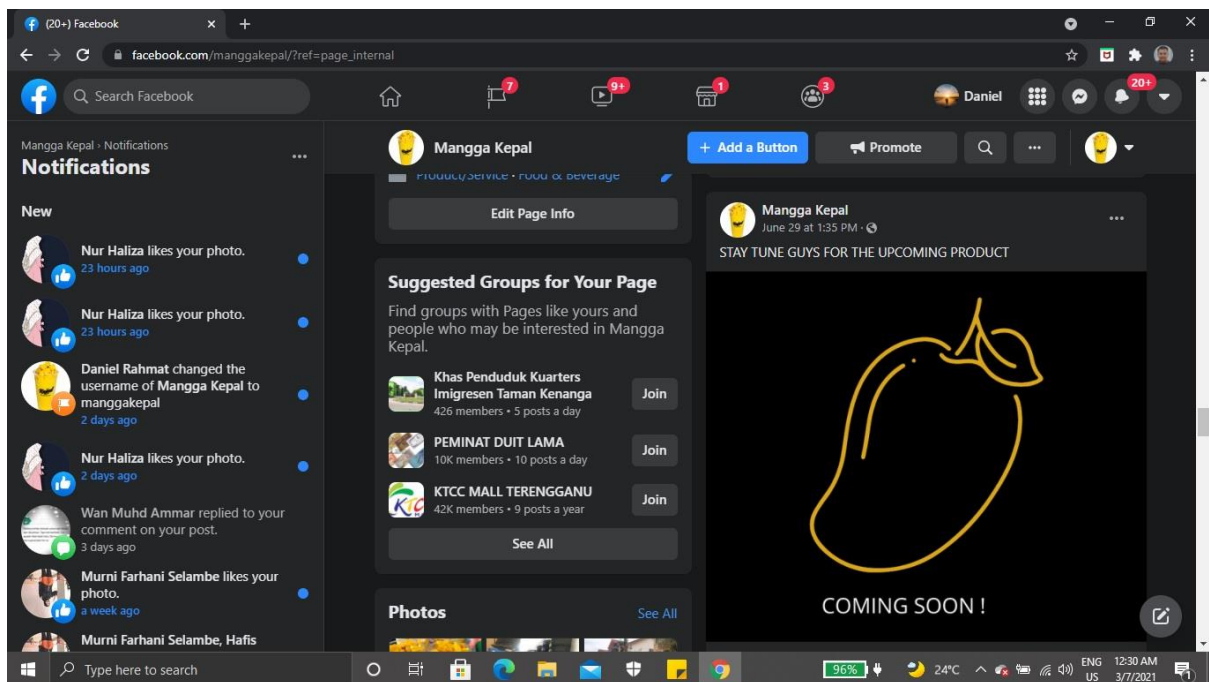


Mangga Kepal's main Facebook Page

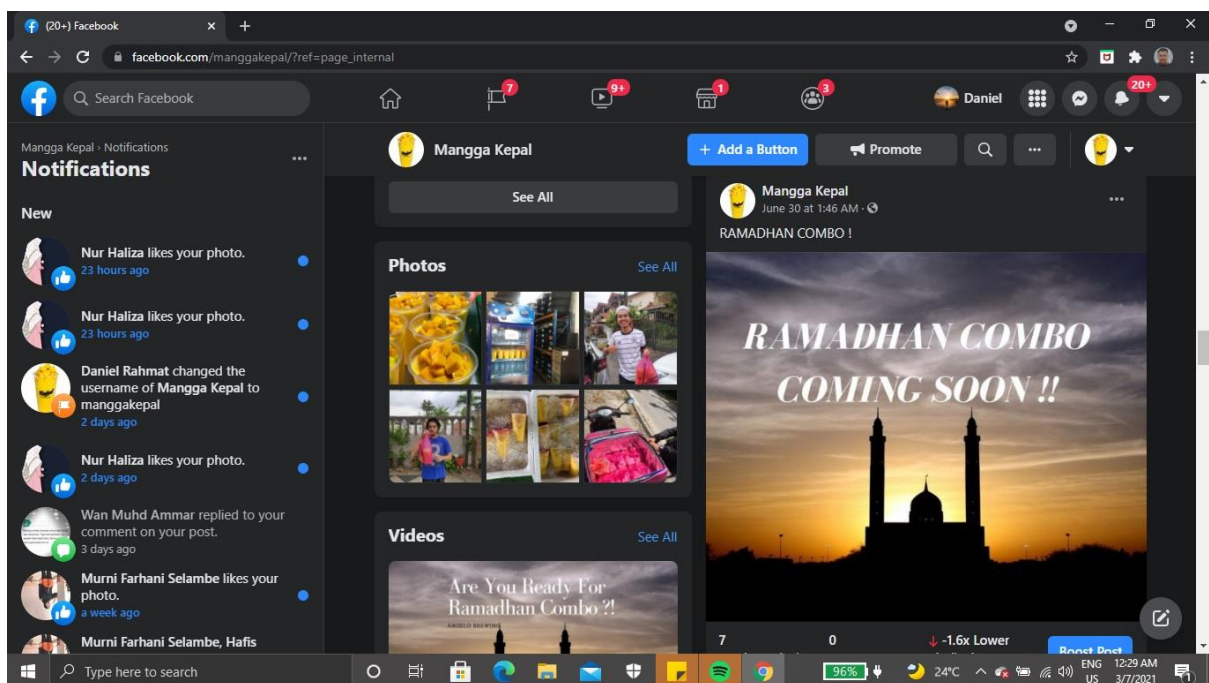
## 2. Custom URL Facebook Page

[https://www.facebook.com/manggakepal/?ref=page\\_internal](https://www.facebook.com/manggakepal/?ref=page_internal)

### 3. Facebook Post – Teaser



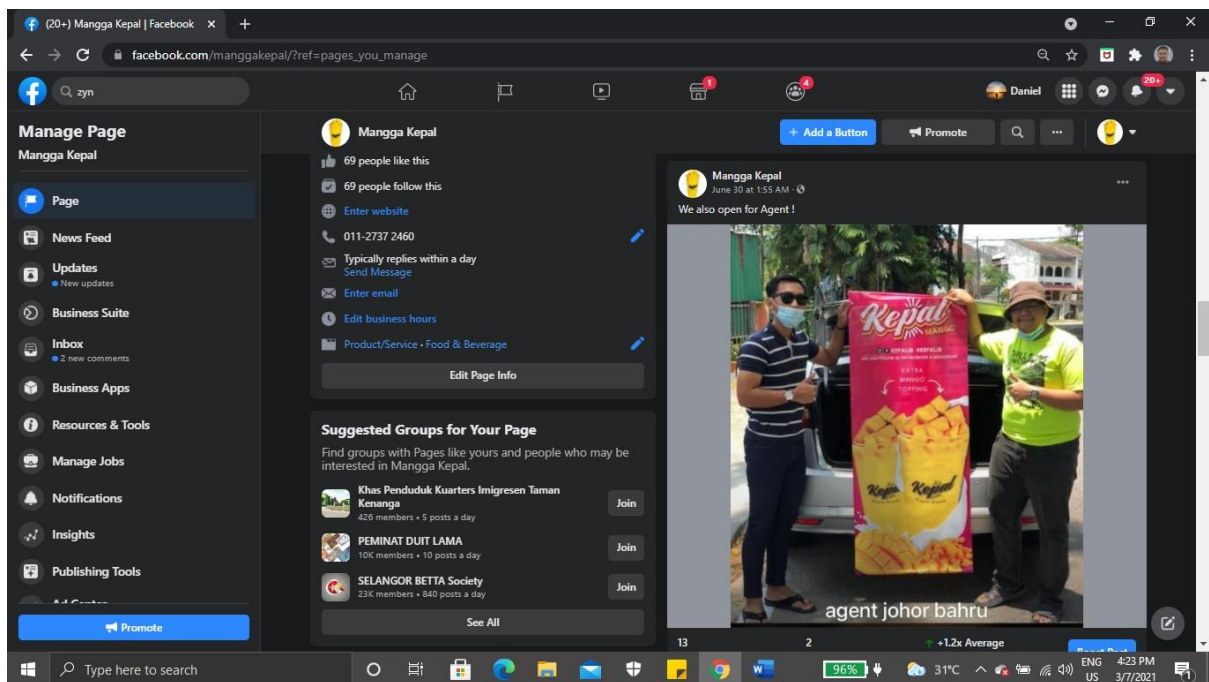
Teaser 1



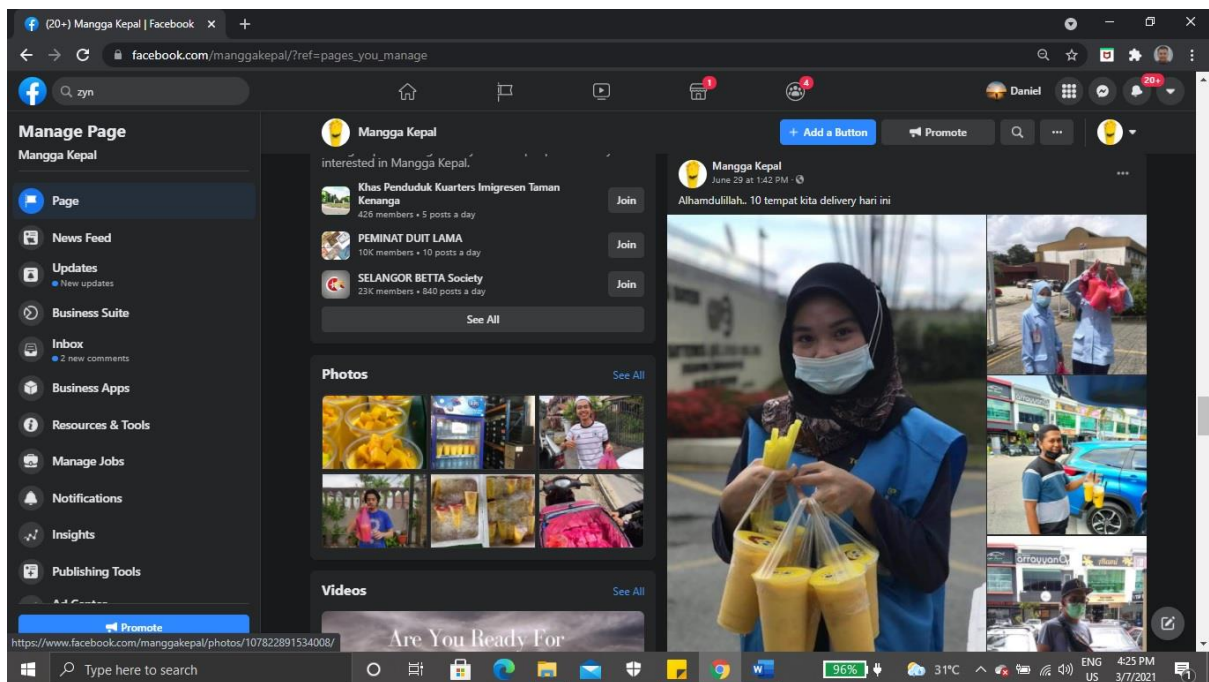
Teaser 2



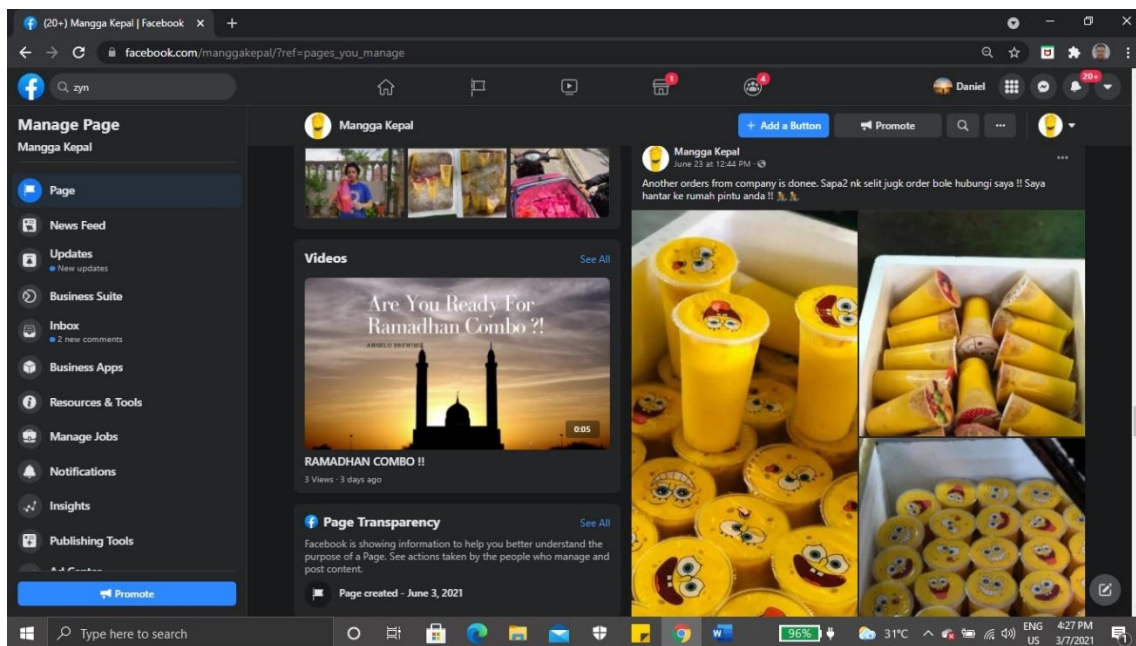
#### 4. Facebook Post – Copywriting (Hard Sell)



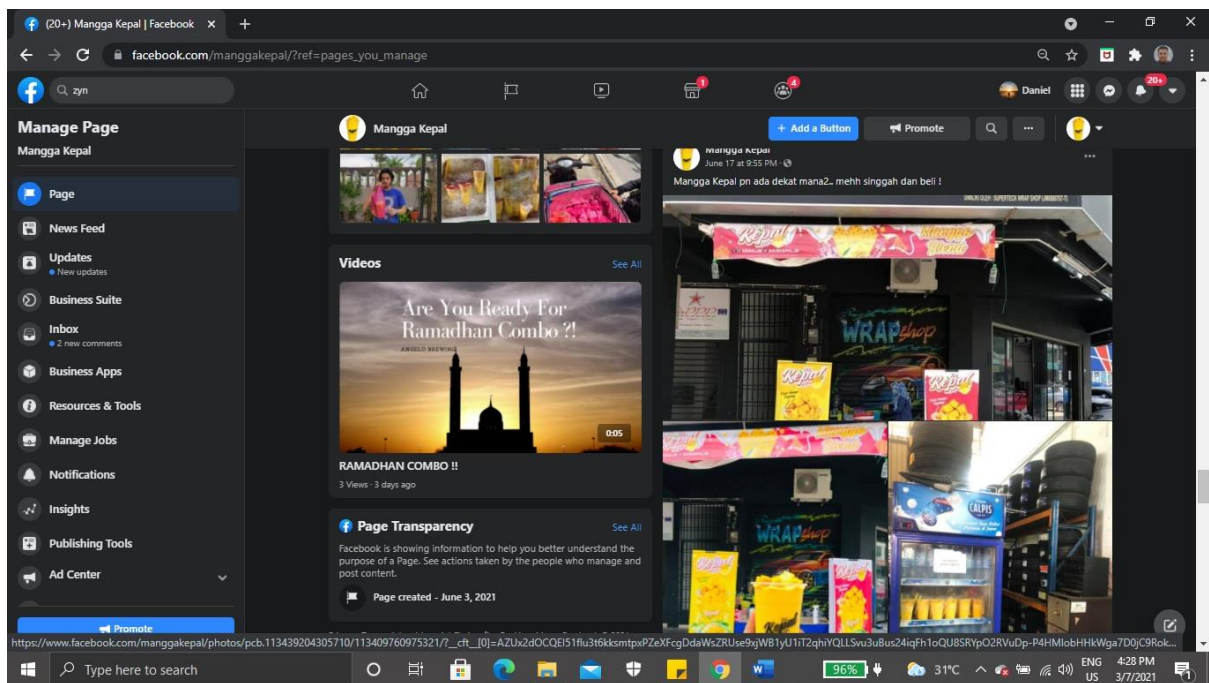
Hard Sell 1



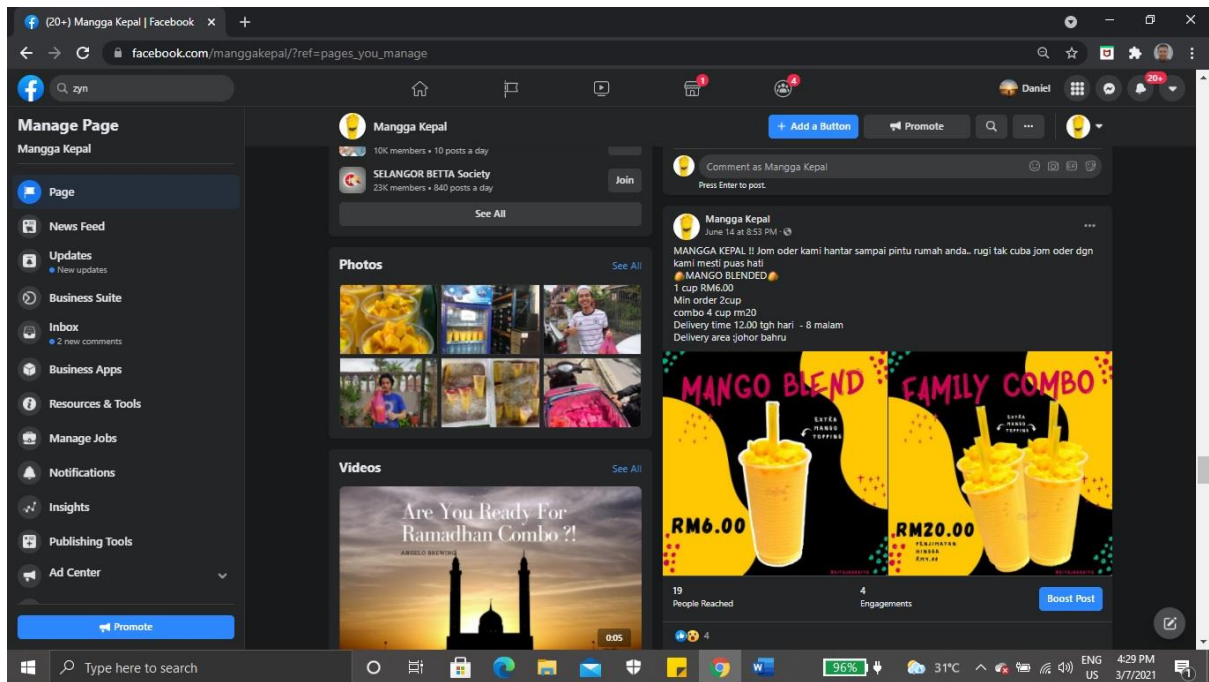
Hard Sell 2



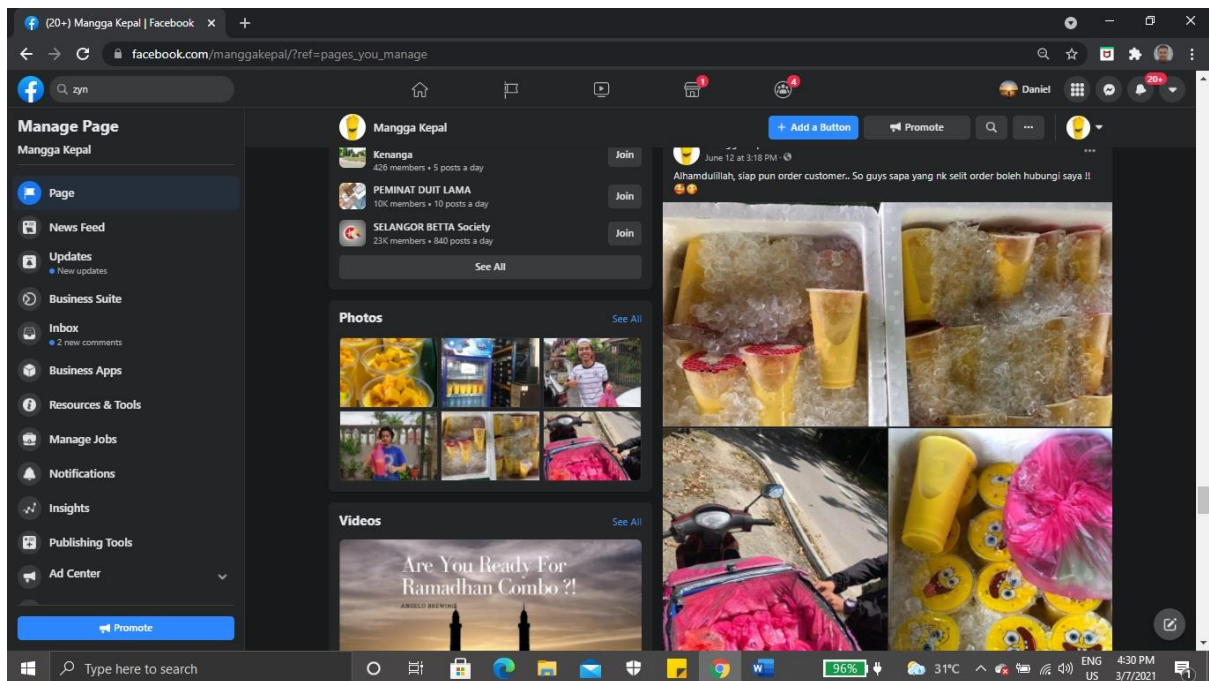
Hard Sell 3



Hard Sell 4

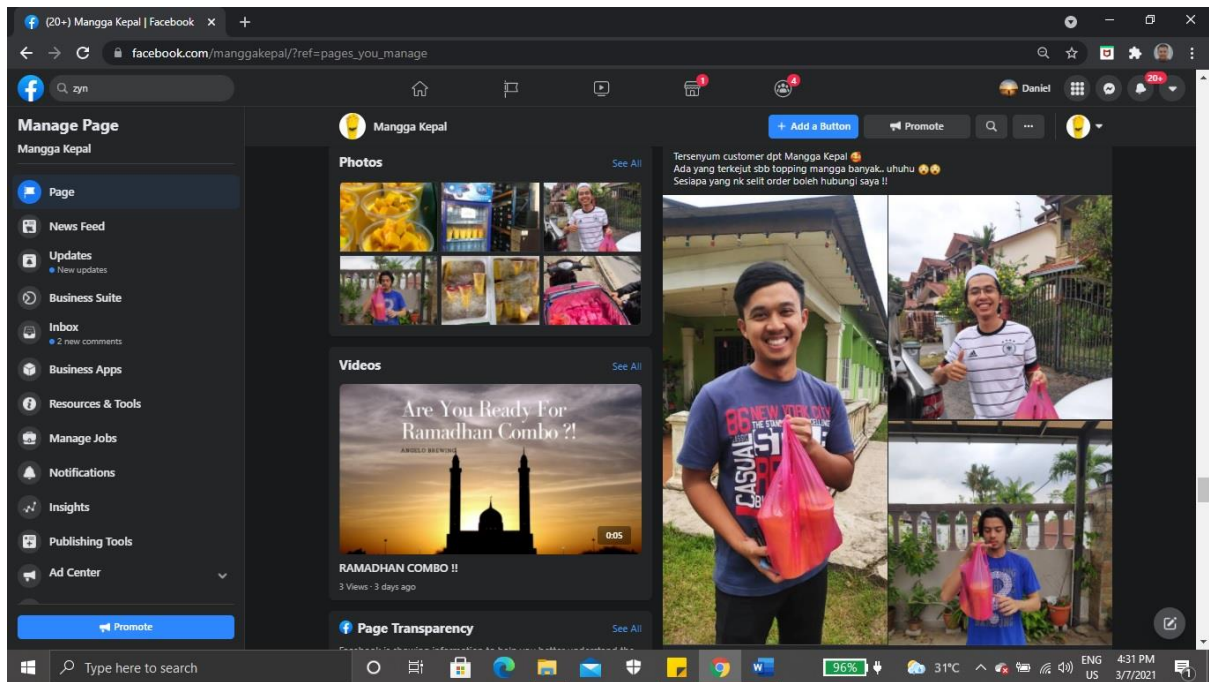


Hard Sell 5

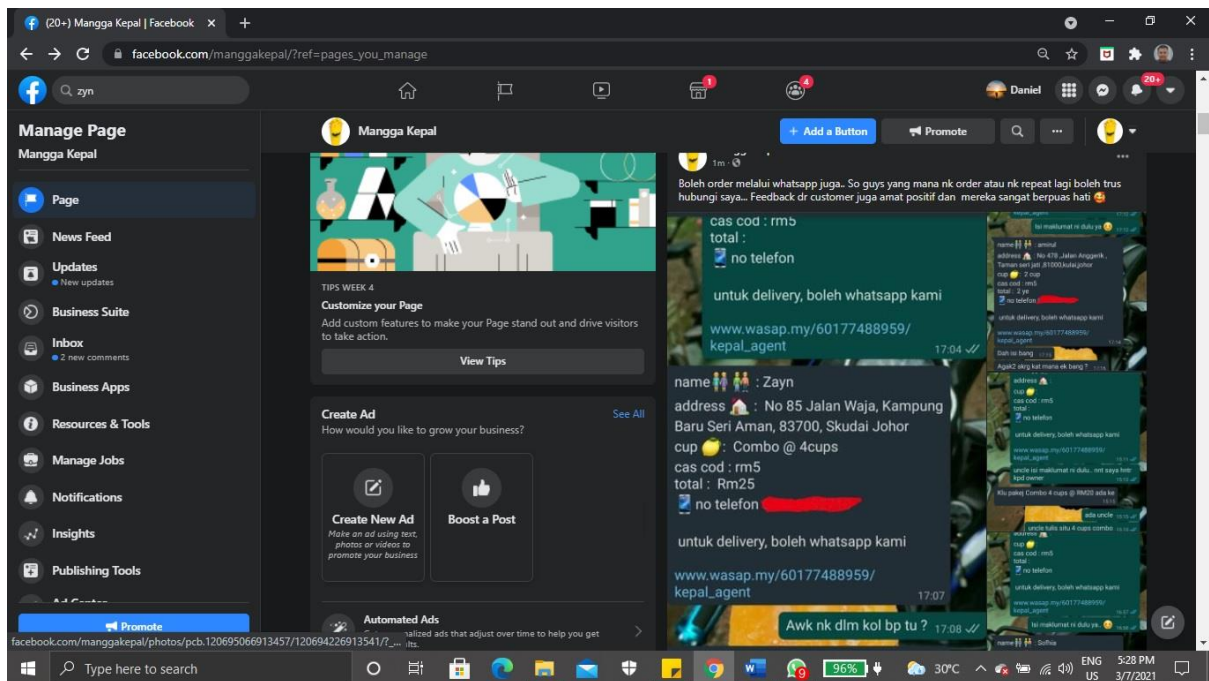


Hard Sell 6



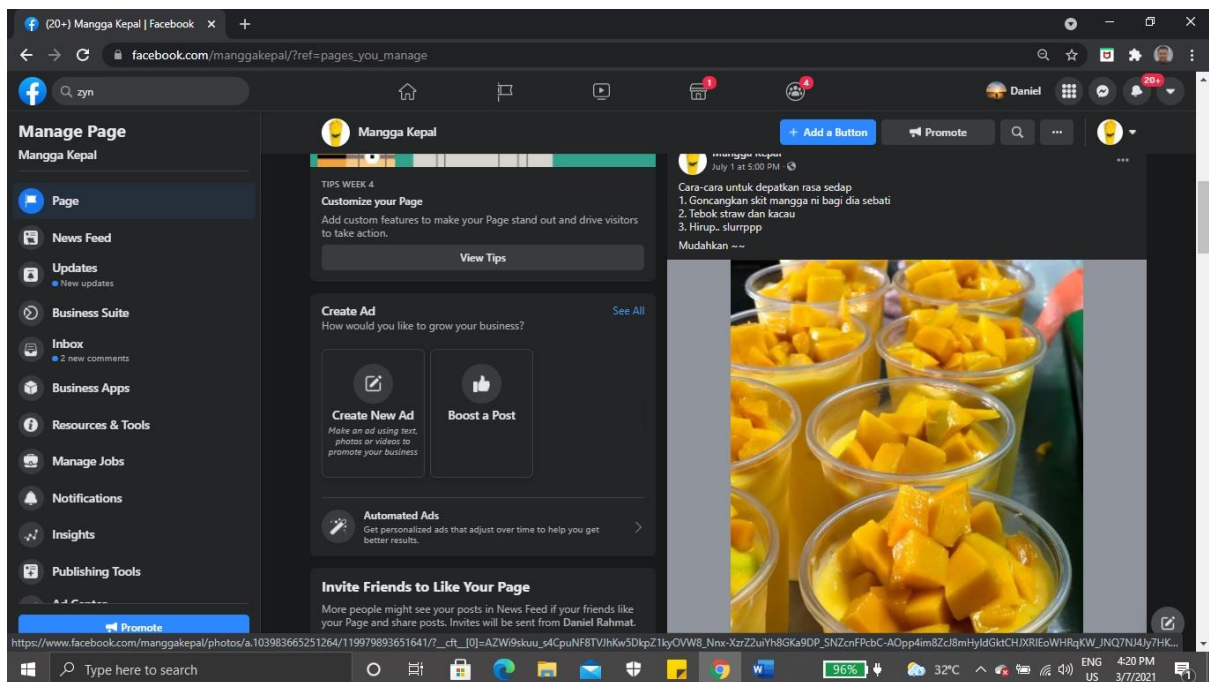


Hard Sell 7

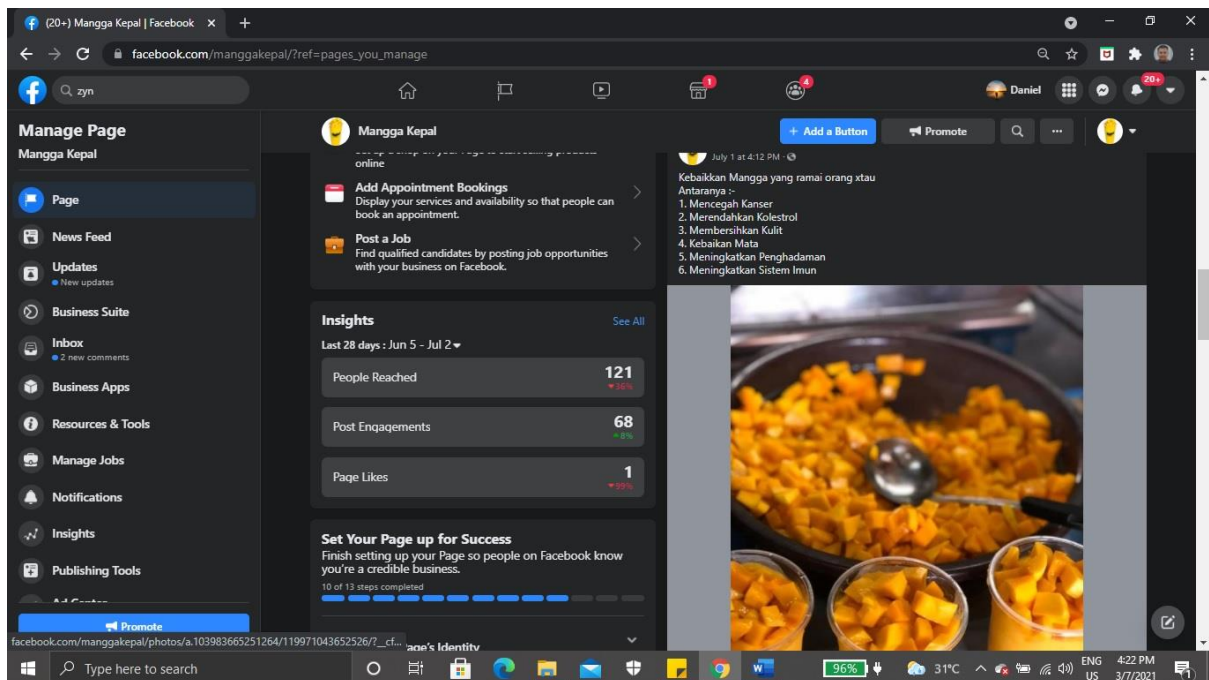


Hard Sell 8

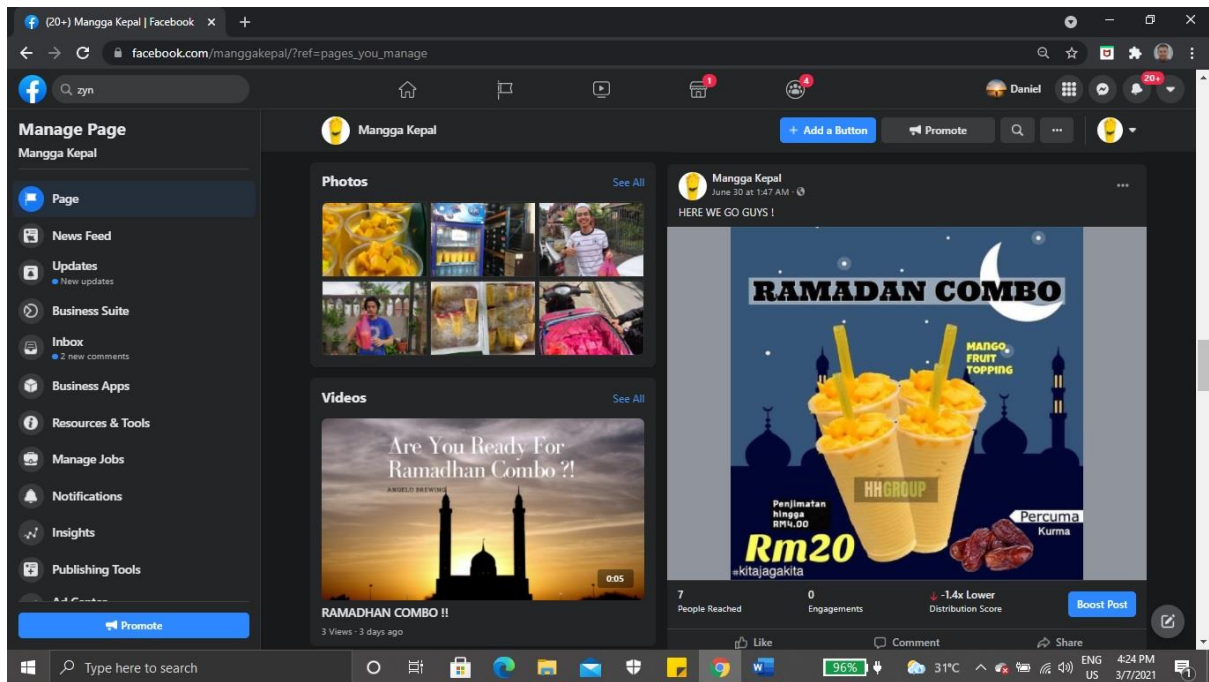
## 5. Facebook Post – Copywriting (Soft Sell)



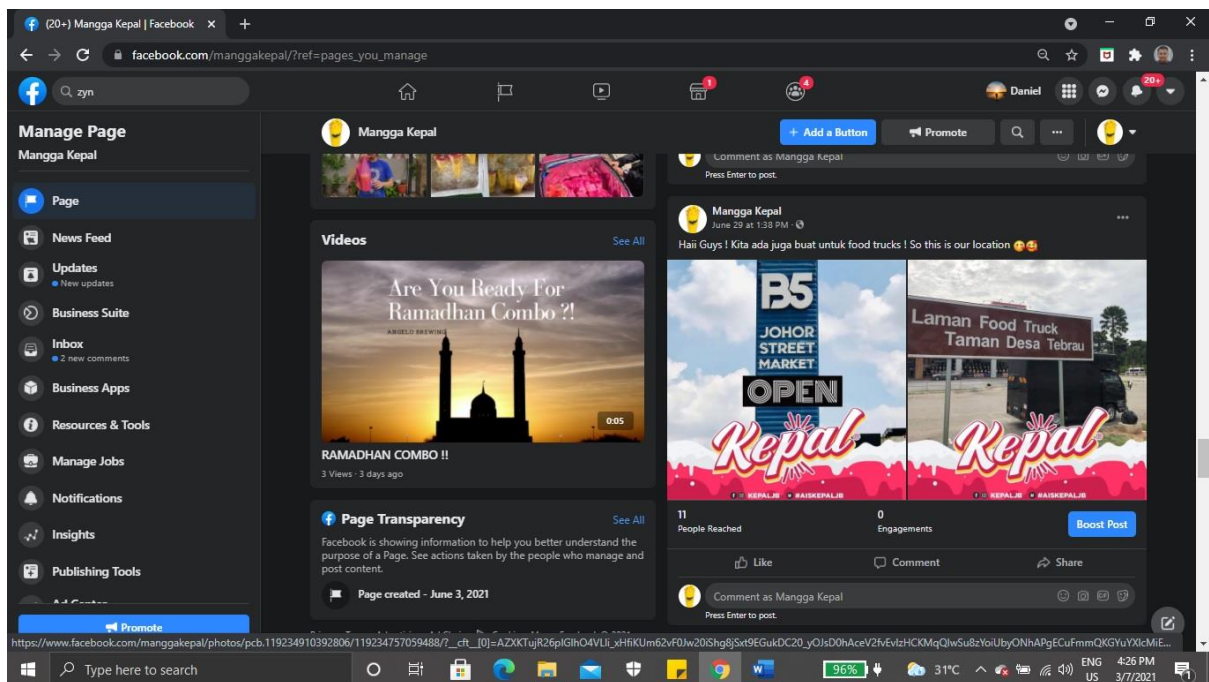
Soft Sell 1



Soft Sell 2

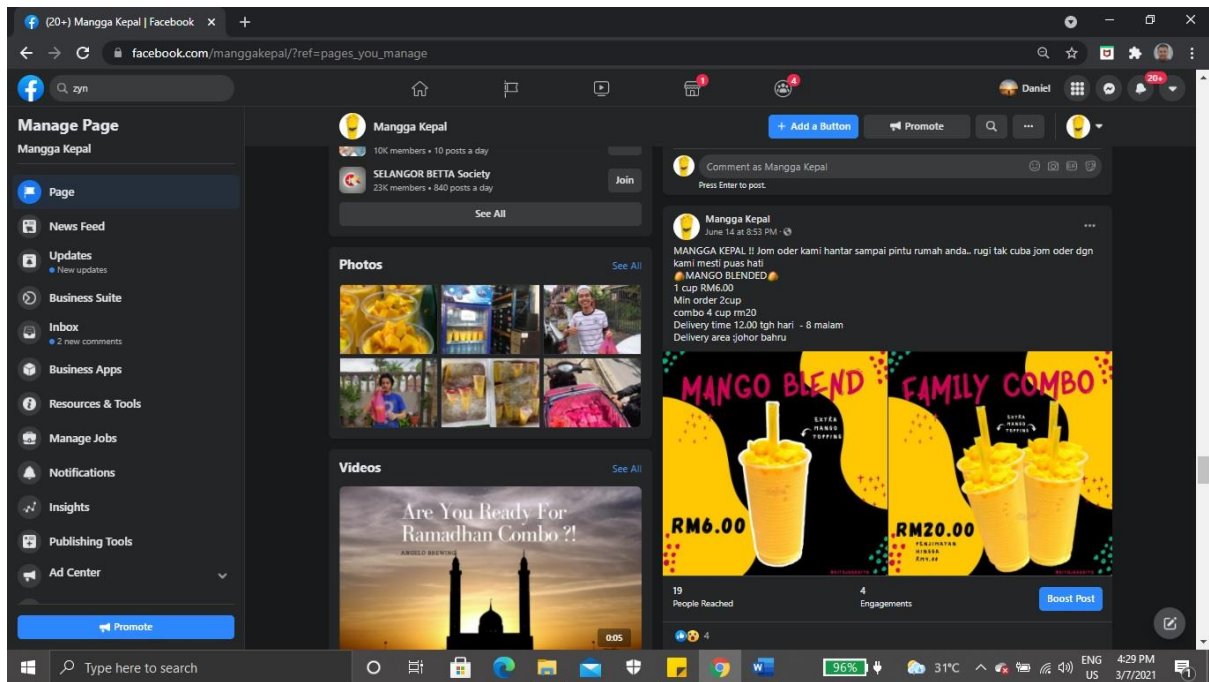


Soft Sell 3

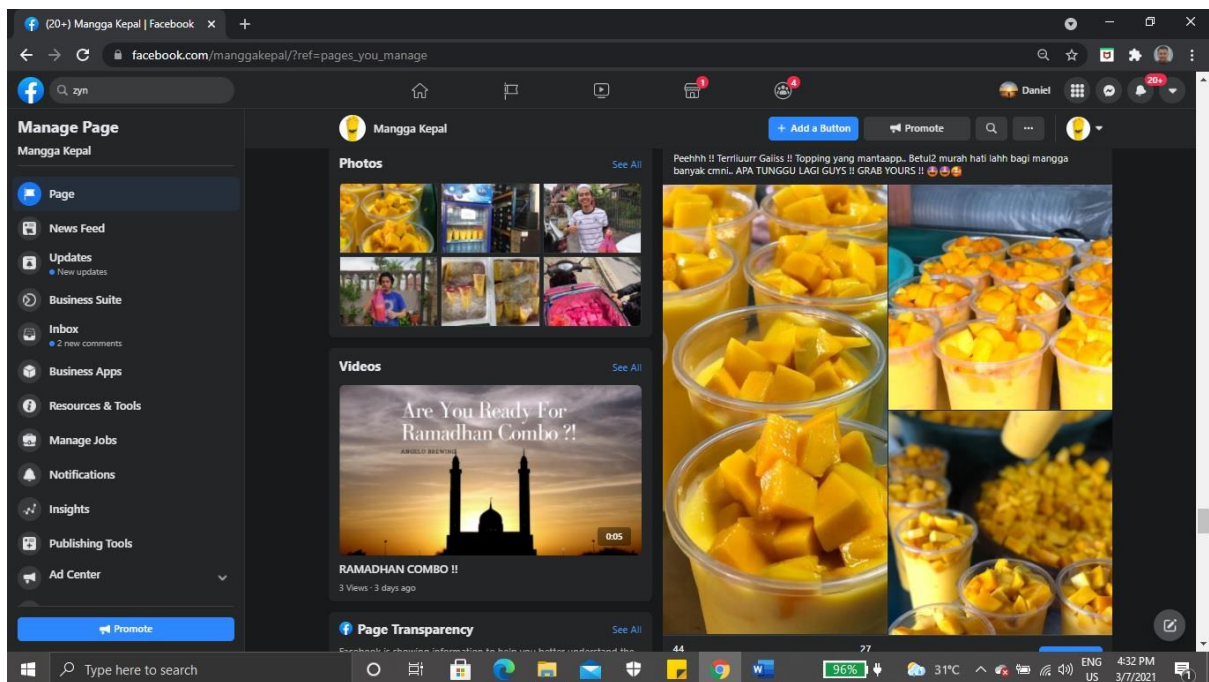


Soft Sell 4

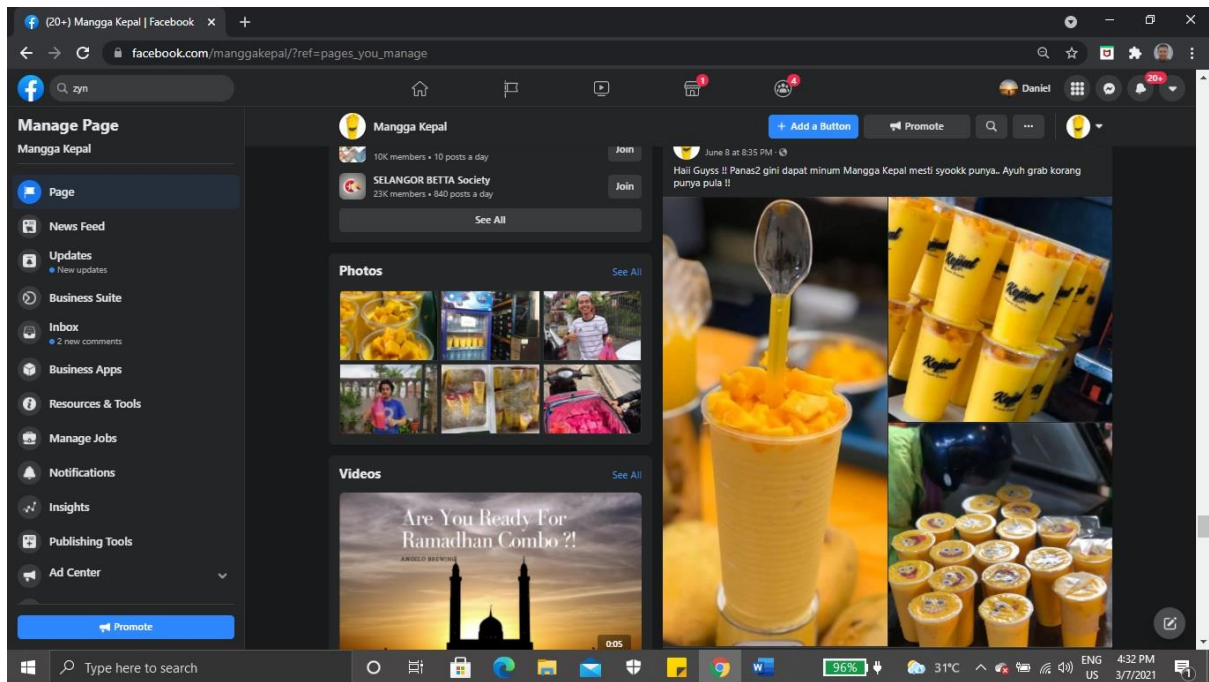




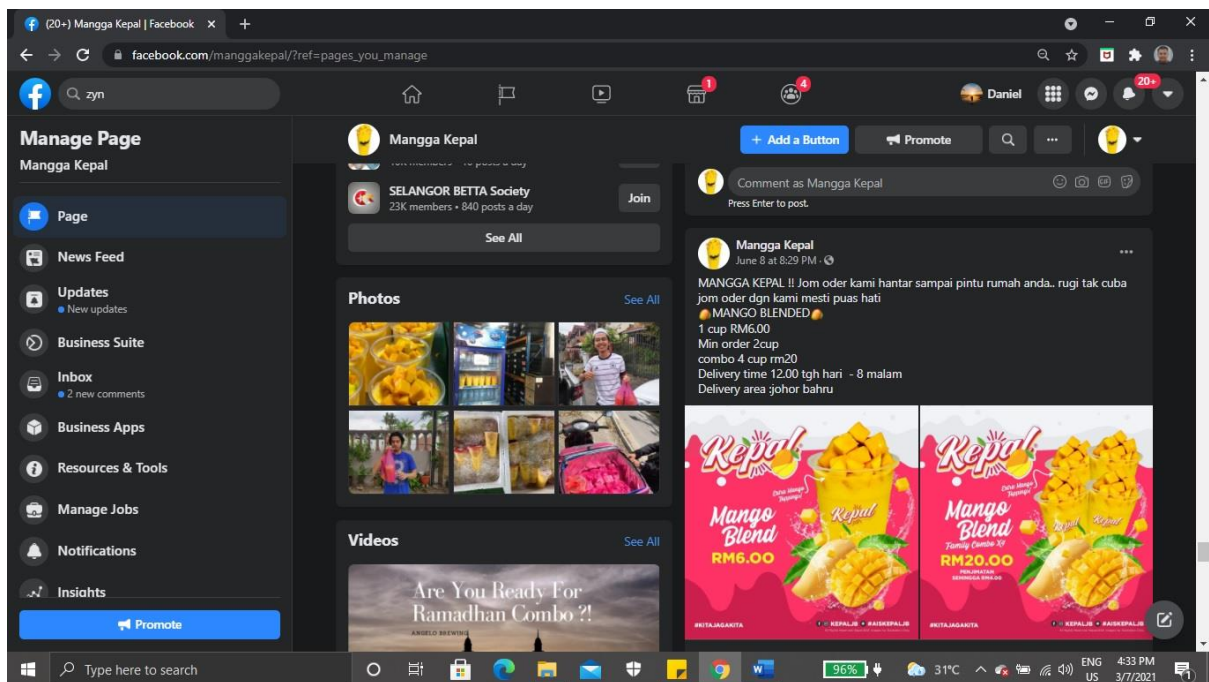
Soft Sell 5



Soft Sell 6

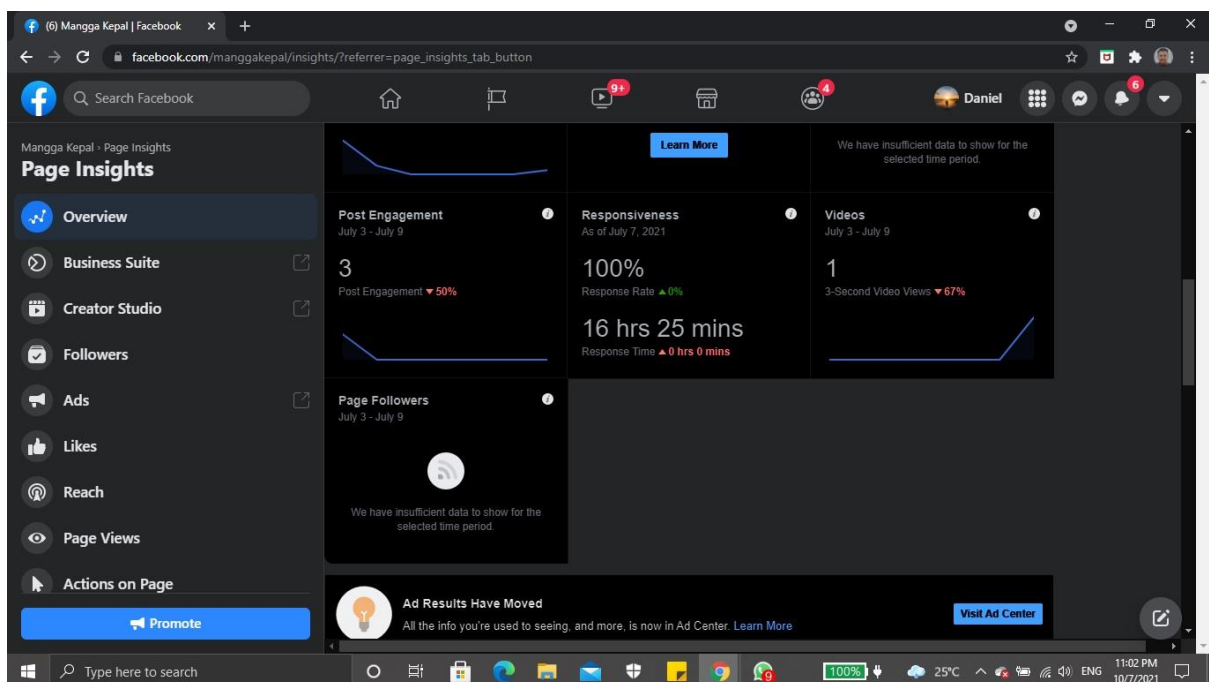
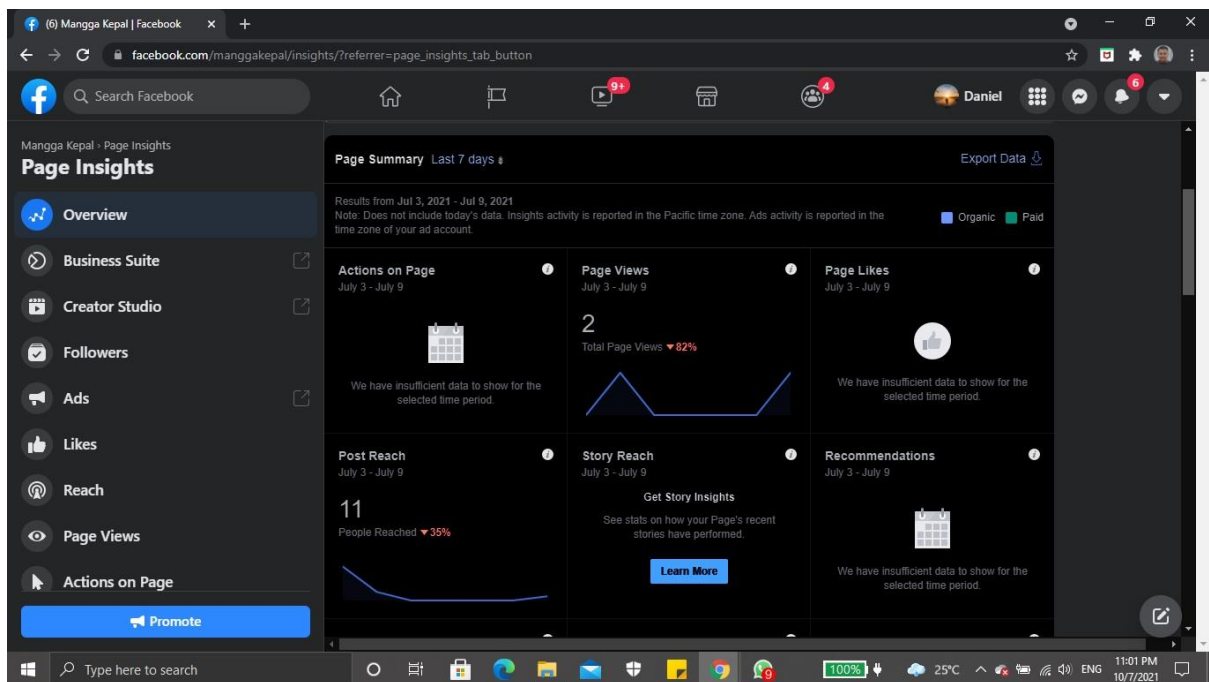


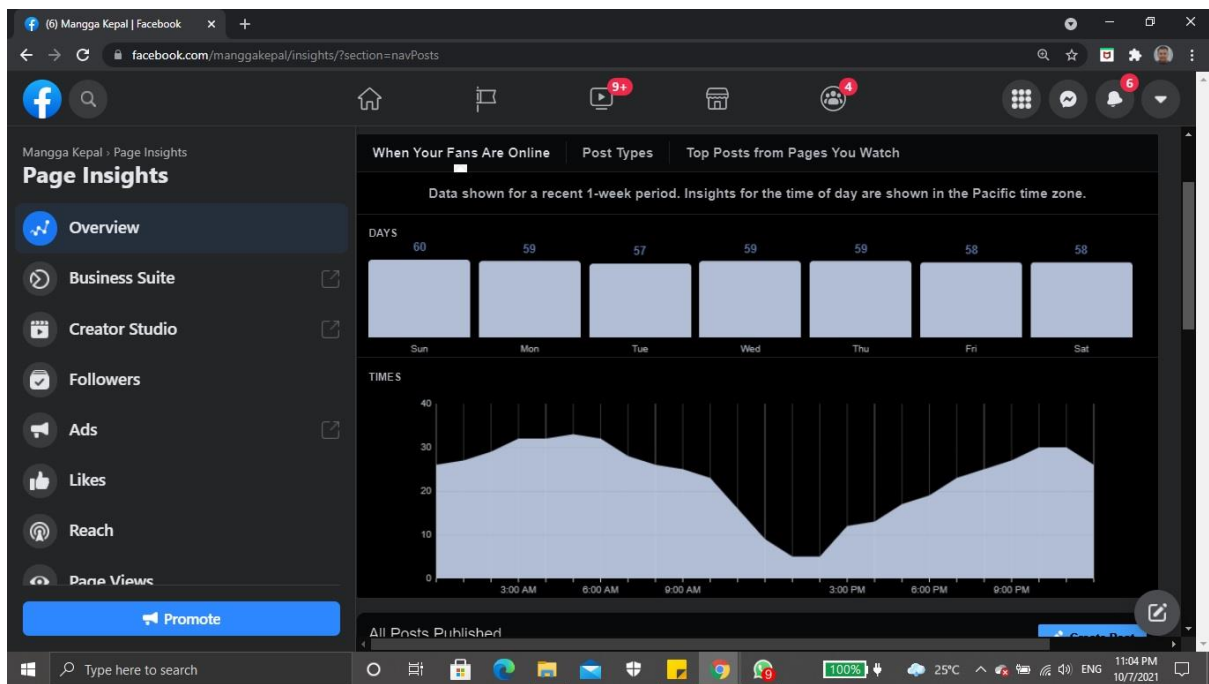
Soft Sell 7



Soft Sell 8

## 6. Graphic

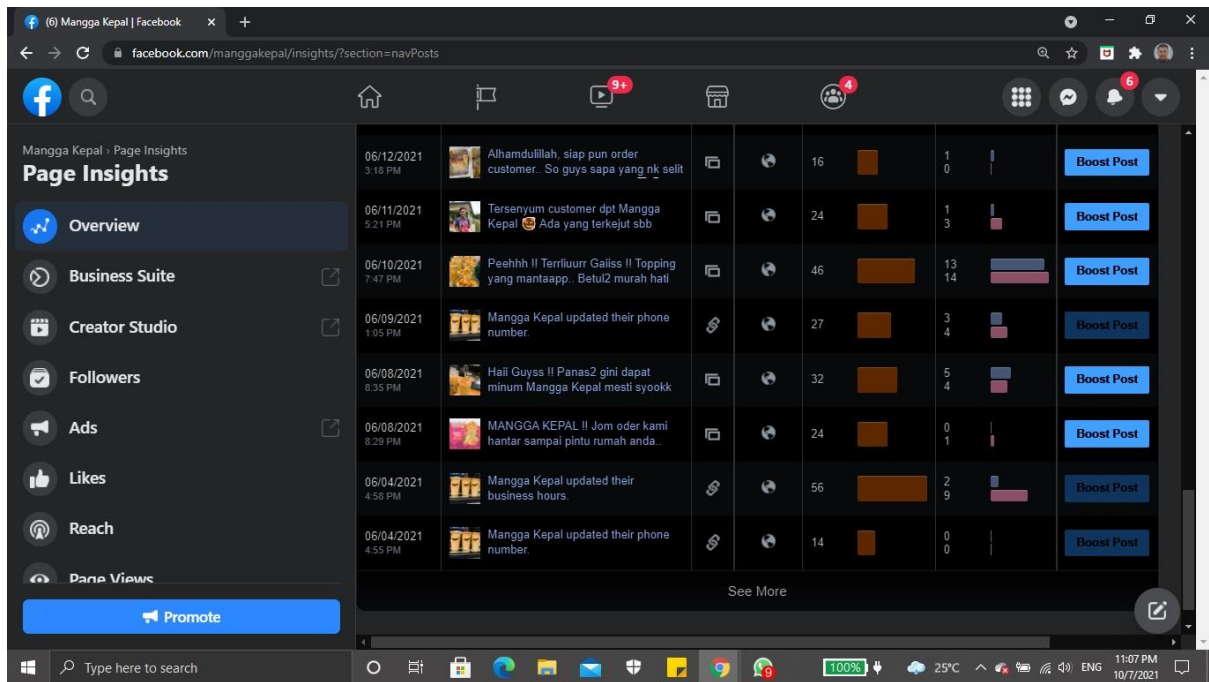
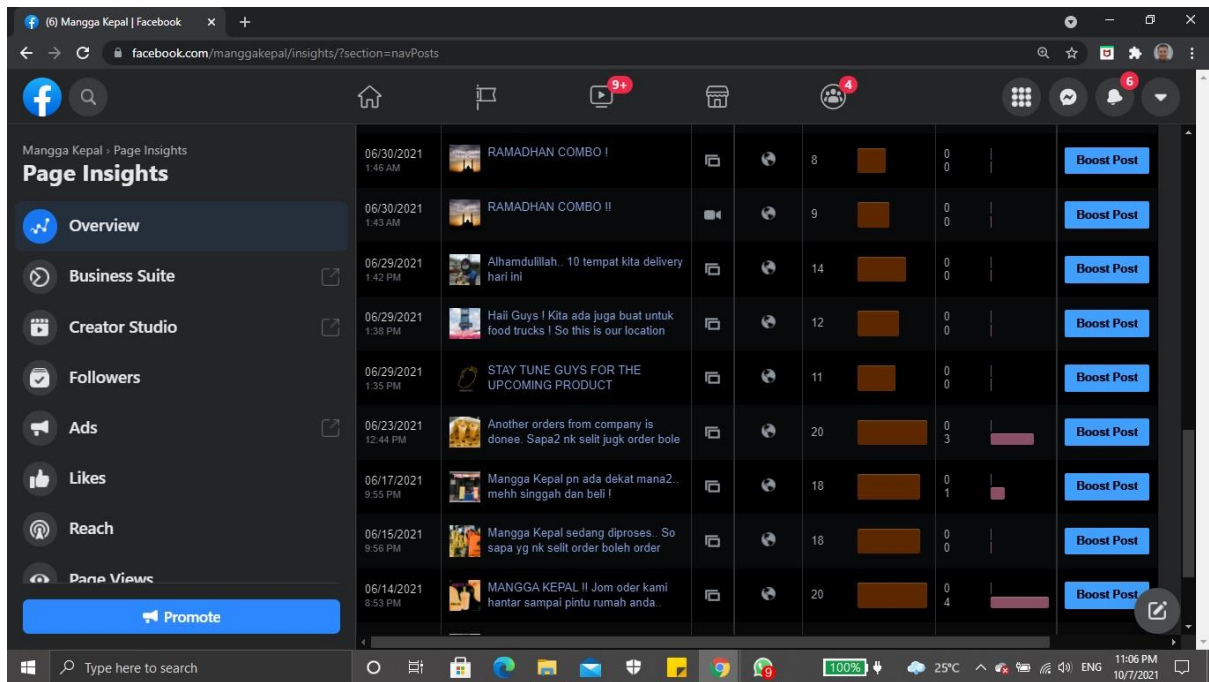




Facebook Page Insights for Mangga Kepal. The interface shows the 'Overview' tab selected in the left sidebar. The main content area displays 'Your 5 Most Recent Posts' and 'Pages to Watch' sections. The 'Your 5 Most Recent Posts' section shows a table of recent posts with columns for Published, Post, Type, Targeting, Reach, Engagement, and Promote. The 'Pages to Watch' section shows a list of pages to watch.

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/03/2021 5:26 PM	Boleh order melalui whatsapp juga. So guys yang mana nk order atau nk	Image	Global	9	20	Boost Post
07/01/2021 5:00 PM	Cara-cara untuk dapatkan rasa sedap 1. Goncangkan skit mangga ni	Image	Global	11	01	Boost Post
07/01/2021 4:12 PM	Kebaikkan Mangga yang ramai orang xtau Antaranya :- 1. Mencegah	Image	Global	10	11	Boost Post
06/30/2021 1:55 AM	We also open for Agent I	Image	Global	16	11	Boost Post
06/30/2021 1:47 AM	HERE WE GO GUYS!	Image	Global	8	00	Boost Post







## **CONCLUSION**

In conclusion, the food and beverage business has turned into one of the most successful and demanding businesses among customers. You can sell any product using any platform on social media. My company uses basic initiatives like using Facebook to promote our products by posting hard sell sales and soft sell sales where this type has its own value to attract more buyers to buy the product. After doing this kind of business, I realise that the way we post the product, even the teaser could potentially draw people and make people acquainted with our goods. This also can help us to communicate more often with our consumers and the customers by providing feedback on our product and inform them a new information at Facebook. Lastly, I really hope that this company could be sustain and can compete with other large company and expand more until people can recognized our product.