



اُنْدِيْفُوْمَرْسِيْتِي اِتِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS)**

**PRINCIPLES OF ENTREPRENEURSHIP
ENT530**



**SOCIAL MEDIA PORTFOLIO
GROUP: ENT530K**

**PREPARED FOR:
MISS NUR NAJJAH BINTI ABD RAHIM**

PREPARED BY:

| | |
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**SUBMISSION DATE:
30 JANUARY 2022**

ACKNOWLEDGEMENT

First and foremost, we would like to express our gratitude and thanks to Allah SWT for His blessing, which allowed us to complete our group project assignment, Principles of Entrepreneurship (ENT530). We would not have made it this far without His help. This assignment was completed with all of our effort and cooperation.

Apart from that, we would like to thank our lecturer, Miss Nur Najjah binti Abd Rahim, for her assistance and proper guidance in completing our social media portfolio assignment. She always gives us support and encourages us on how to do our assignments to produce a good outcome. In fact, we will not be able to complete this group project assignment on time without her guidance and instruction on this subject. Finally, we would like to thank our parents and others who assisted us, either directly or indirectly.

EXECUTIVE SUMMARY

Every great dream begins with a dreamer's desire to conquer and become the industry's leader. TFN has dedicated and consistently pushed the envelope to innovate goods that have a significant influence on people's lives. All of the items are baked to perfection, with many factors considered to ensure that they are the best of the best. The primary goal of the company is to provide high-quality brownies in a variety of flavors at affordable and reasonable rates to our customers.

On November 12th, 2021, we started this business on Facebook, a social media network. Students and workers are the people we're after. Since our first launch, we've received a lot of positive feedback from customers about the brownie's taste. We provided a free delivery service to individuals who lived in close proximity to our location.

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2.0 MYENT CERTIFICATE

| | | |
|---|--|---|
|  | UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) |
| MASMED YOUNG ENTREPRENEUR (MyENT) | | |
| SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM | | |
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| Fakulti | : | Faculty of Business & Management |
| Kampus | : | Selangor |
| MAKLUMAT PERNIAGAAN | | |
| Mod Perniagaan | : | Online |
| Bidang Perniagaan yg diceburi | : | Makanan |
| Tempoh Bermiaga | : | |
| No. Pendaftaran Perniagaan | : | |
| URL Perniagaan | : | https://www.facebook.com/tfnbrowniedm |
| Alamat Premis Perniagaan | : | |
| Tarikh Mendaftar | : | 30 Nov 2021 |
| Tarikh Kemaskini | : | |
| Tarikh Cetak | : | 24 Jan 2022 |
| <p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan teraatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED), uga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan keanggotaan dan nama Universiti.</p> | | |
| SALINAN PENDAFTARAN INI DIPERAKUI OLEH | | |
| PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM | | |
| Malaysian Academy of SME & Entrepreneurship Development (MASMED) | | |



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

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MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Berniaga : 6 bulan
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/tfnbrowniedm>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 16 Dec 2021
Tarikh Kemaskini : 29 Jan 2022
Tarikh Cetak : 29 Jan 2022

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PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

3.0 INTRODUCTION OF BUSINESS

3.1 Name and Address of Business

| | |
|---------------------------------|--|
| Name of the business: | The name of the business is TFN Brownie. The word TFN stands for The Famous Nisha. |
| Address of the business: | |

Table 1 Name and address of TFN Brownie

3.2 Organization Chart

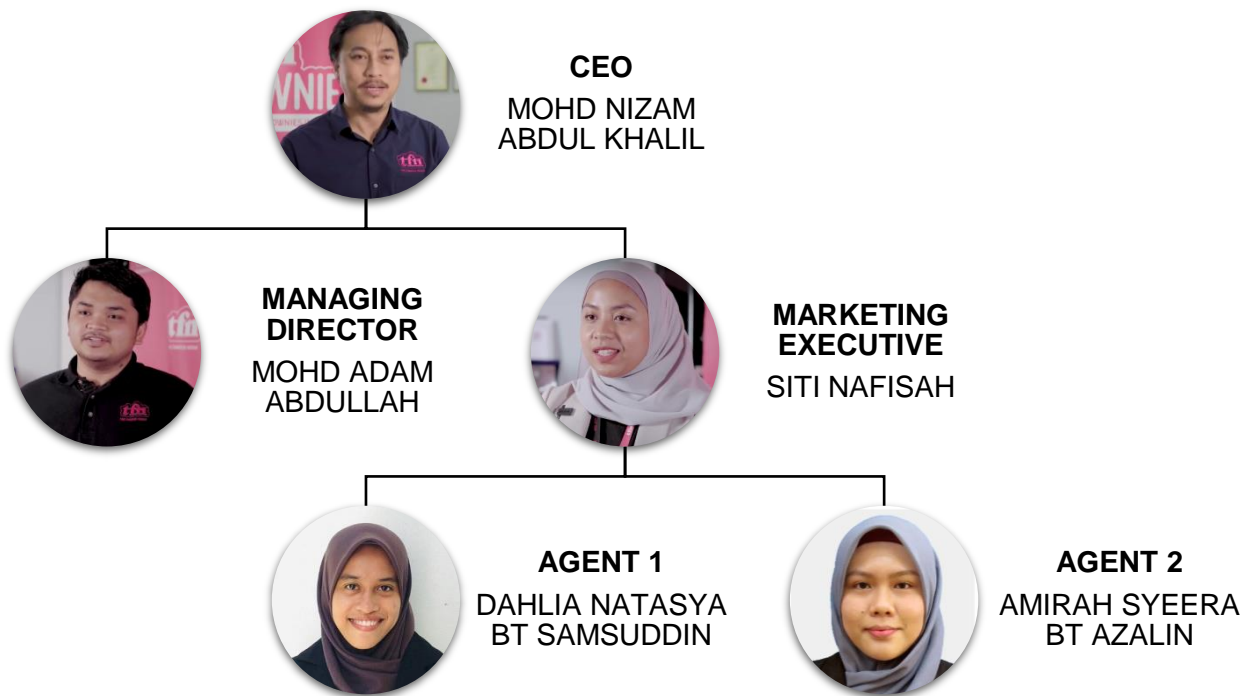


Figure 1 Organizational chart of TFN Brownie

3.3 Mission / Vision

Mission

- To keep absolute control over quality and price matters, to offer affordable specialty brownies for everyone.
- To ensure that the products offered are innovative and adequate stock in line with the orders placed by customers to increase customer satisfaction and sales.

Vision

- To be a top, competitive, and strongest local agent brand that improves people's lives by promoting high-quality food.

3.4 Description of Products or Services



Figure 2 Product sample of TFN Brownie

The TFN Brownie is just not the ordinary brownie but, it is the thinnest, crispiest, and most unique brownie snack that exists on the market, with layers that make it stand out and attract everyone. Besides, it is packed in a mini package, so it will be easy for the customer to bring and eat anywhere anytime. The product is sealed tightly using zip lock packaging to prevent it from crumbling and keep it lasting for a long period.

Then, there are four different flavors to choose from chocolate chip, walnut, mint, and red velvet. Customers can place orders by visiting our Facebook page, [@tfnbrowniem](#), and messaging us directly on the webpage or through the WhatsApp link provided in the profile. Moreover, our business provided postage delivery services to customers around the area and outside of the region.

3.5 Price List

The price offered for every flavor is reasonable in line with the quality and affordable for everyone. For information, the price of the Red Velvet flavor is slightly different as it is a limited flavor. The table below shows the price list and the postage fees of Semenanjung Malaysia (SM) and Sabah and Sarawak (SS):

| No | Type of flavors | Price (RM) |
|----|-----------------|------------|
| 1 | Chocolate Chip | RM12 |
| 2 | Walnut | RM12 |
| 3 | Mint | RM12 |
| 4 | Red Velvet | RM15 |

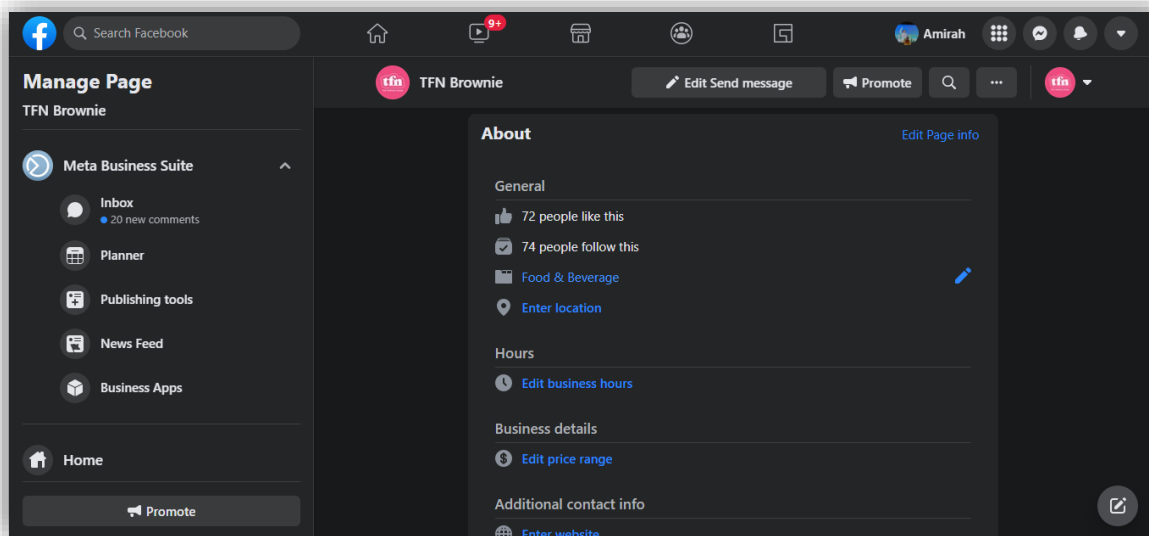
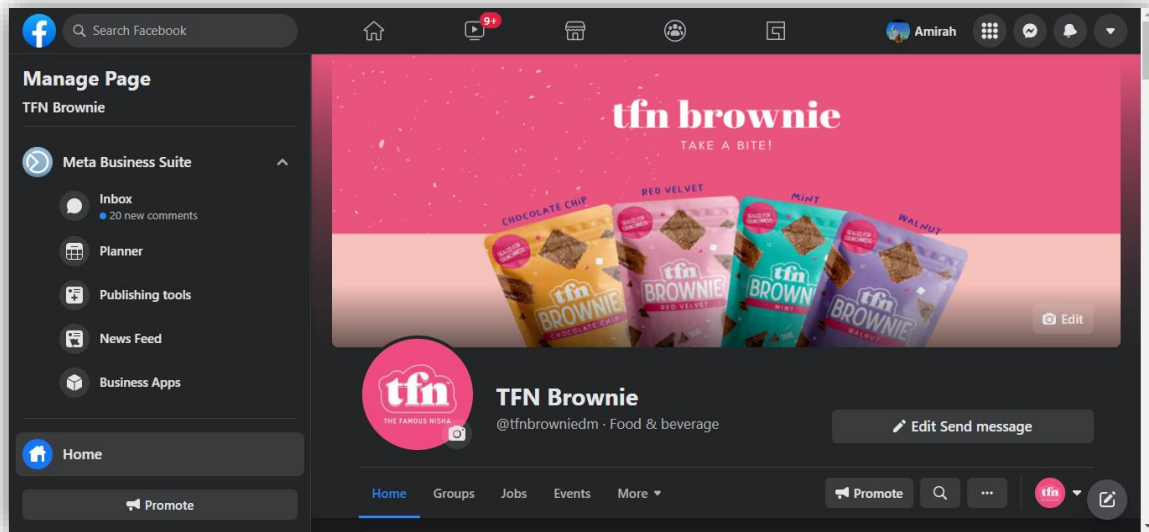
Table 2 The price list of each flavour

| | Semenanjung Malaysia (SM) | Sabah and Sarawak (SS) |
|----------------------|------------------------------|---------------------------|
| Postage fees (RM) | RM6 | RM10 |

Table 3 The postage fees

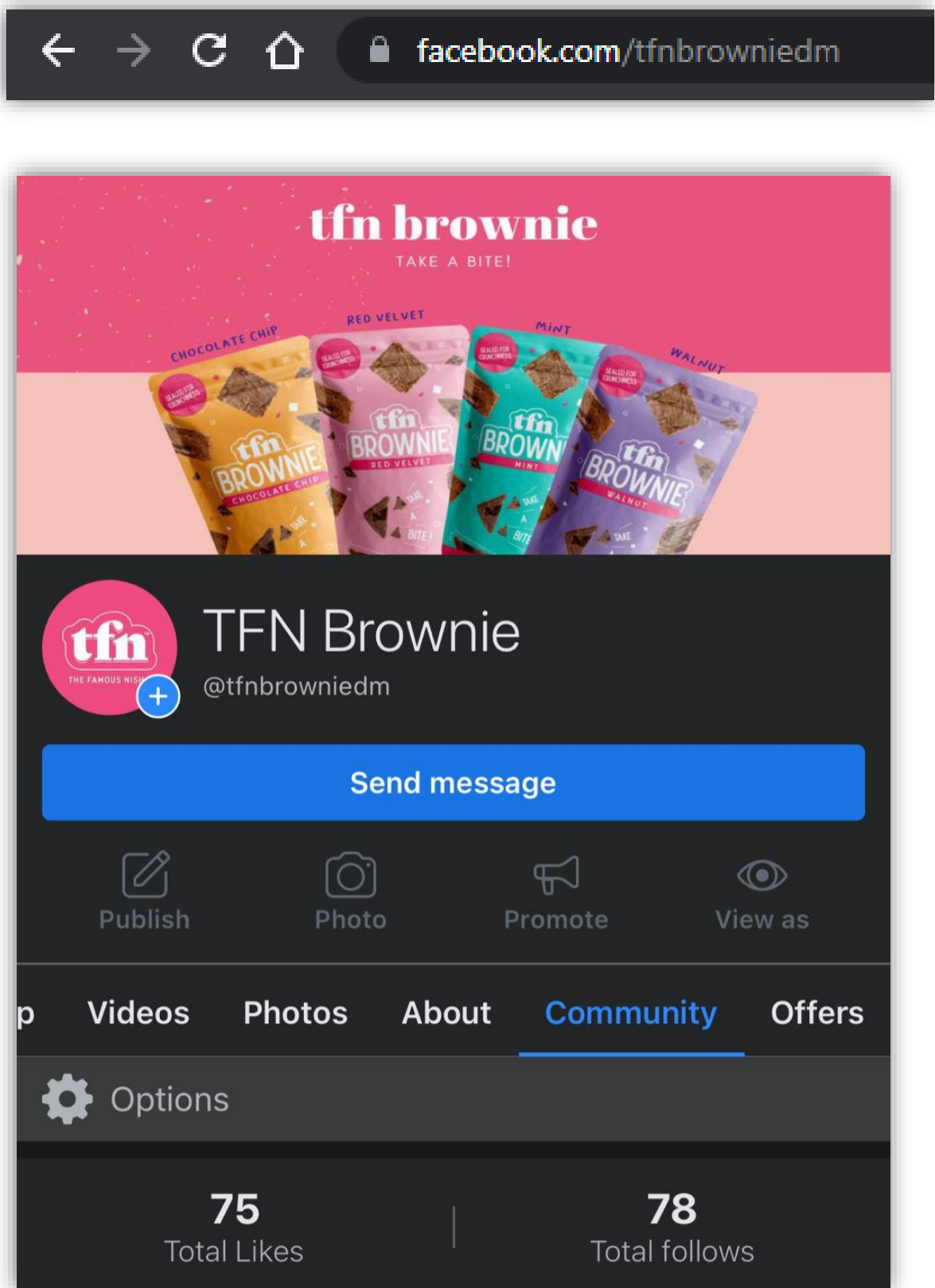
4.0 FACEBOOK (FB)

4.1 Creating Facebook (FB) page

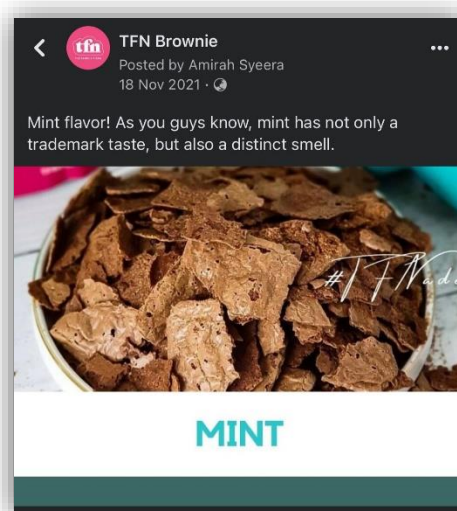
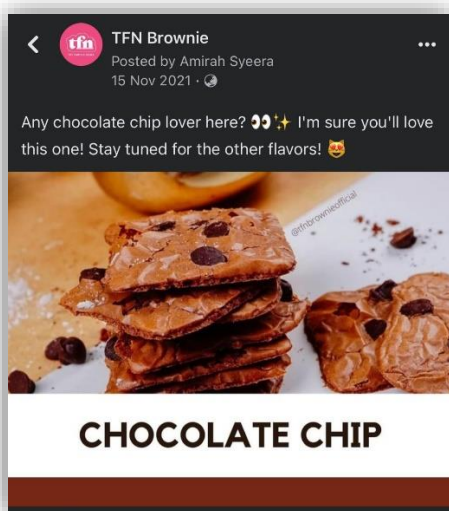
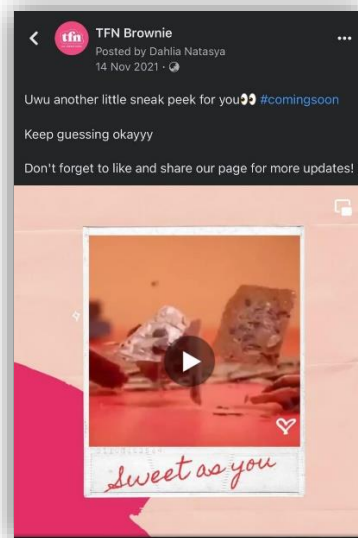
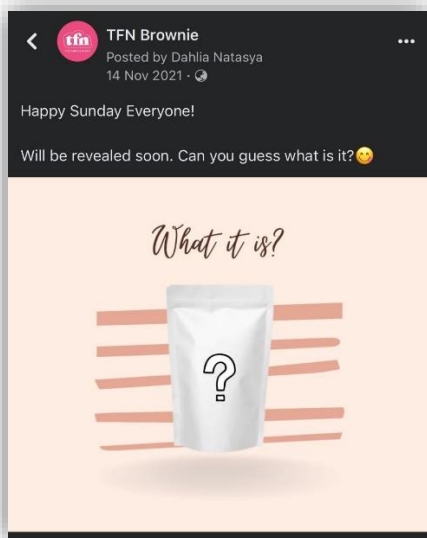
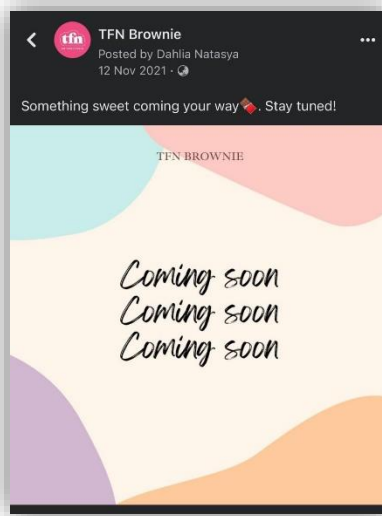


4.2 Customizing URL Facebook (FB) page

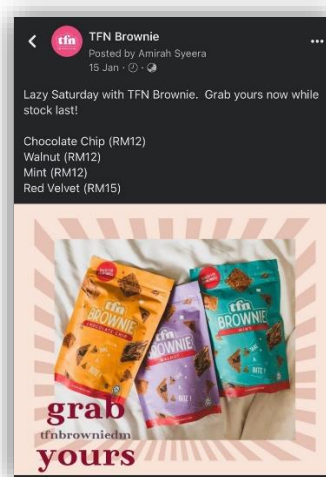
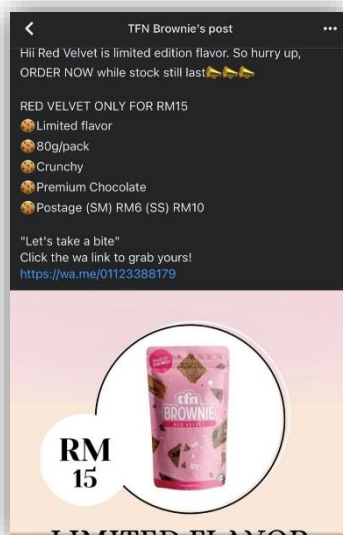
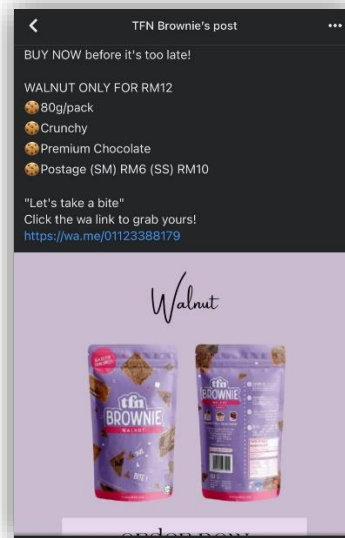
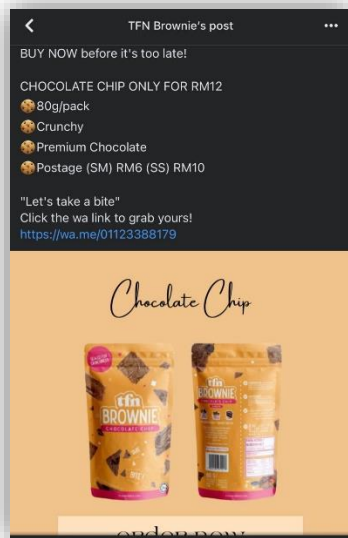
<https://www.facebook.com/tfnbrowniedm>



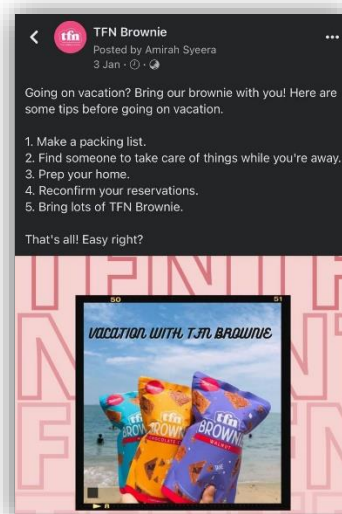
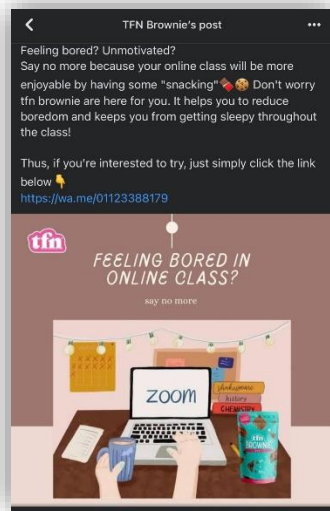
4.3 Facebook (FB) post – Teaser



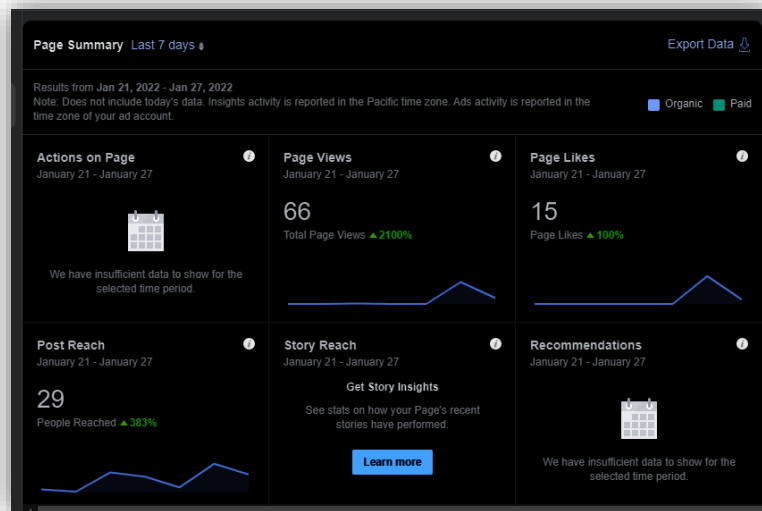
4.4 Facebook (FB) post – Copywriting (Hard sell)



4.5 Facebook (FB) post – Copywriting (Soft sell)







































































































4.6 Relevant graphics to each post / copywriting



| | | | | | | | |
|------------------------|--|---|---|----|--|---------|--|
| 01/24/2022 11:08 AM | Morning guys ☺️ Have you had breakfast yet? You know it is necessary? In general, breakfast means a meal | 📄 | 🌐 | 21 | | 1 10 | |
| 01/24/2022 10:34 AM | Hello everybody, today is Monday? Hope there is no Monday Blues, okay ☺️ Let's cool down by placing | 📄 | 🌐 | 22 | | 0 9 | |
| 01/24/2022 1:07 AM | Hi our beloved customers, have you taken a "Me Time"? Did you know it is? "Me Time" is time spent relaxing on | 📄 | 🌐 | 22 | | 1 8 | |
| 01/24/2022 12:40 AM | Hello everyone, good news! The trio buddy is now on sale until the end of January. Buy three at RM30. It is | 📄 | 🌐 | 19 | | 0 8 | |
| 01/03/2022 11:54 AM | What feels like the end is always the beginning. Complete your sunday with TFN year and best deals! | 📄 | 🌐 | 11 | | 0 8 | |
| 01/29/2022 4:12 AM | Going on vacation? Bring our brownie with you! Here are some tips before going on vacation. 1. Make a packing | 📄 | 🌐 | 1 | | 0 0 | |
| 01/03/2022 11:54 AM | What feels like the end is always the beginning. Complete your sunday with TFN year and best deals! | 📄 | 🌐 | 11 | | 0 8 | |
| 01/03/2022 11:48 AM | It's nearly the end of the year! As we look to the new year, hold on to what is good. Let go of what is bad. It | 📄 | 🌐 | 12 | | 0 8 | |
| 01/03/2022 11:35 AM | Happy New Year everyone! Let's start the year with our delicious brownie shall we? | 📄 | 🌐 | 7 | | 2 9 | |
| 12/12/2021 10:04 AM | Hi, today is the 12.12 Sale 🎉 Wanna try all flavors? This is the time to grab all packs at RM45 only. You also can | 📄 | 🌐 | 27 | | 0 7 | |

| | | | | | | | |
|------------------------|--|---|---|----|--|--------|--|
| 12/11/2021 10:38 PM | Did you often have no idea what food to bring for a picnic with family or friends? Sometimes we have no time and | 📄 | 🌐 | 26 | | 0 7 | |
| 12/06/2021 12:11 PM | "You asked We answer" Year End Sale Edition Here are the frequently ask questions by our beloved customers: | 📄 | 🌐 | 24 | | 0 8 | |
| 12/05/2021 10:41 PM | Your friend's birthday is coming closer? Your anniversary soon? Feel clueless about what to buy for your friend, | 📄 | 🌐 | 26 | | 1 8 | |
| 12/05/2021 10:00 PM | Let's get to know the exact meaning of chocolate 🍫 According to the Cambridge English Dictionary chocolate | 📄 | 🌐 | 27 | | 1 9 | |
| 12/05/2021 9:20 PM | Dear buyers, please don't hesitate to share your experience with us. We'd love to hear your feedback! Do | 📄 | 🌐 | 22 | | 0 7 | |
| 12/05/2021 9:20 PM | How do you enjoy your TFN BROWNIE? Yes, it can be eaten just like that. However, do you love something | 📄 | 🌐 | 24 | | 0 7 | |
| 12/05/2021 12:36 PM | 🎉HAPPY DECEMBER 🎉 It's the end of the year already right? We have something special for you guys. | 📄 | 🌐 | 20 | | 2 6 | |
| 12/05/2021 12:05 PM | Sometimes, we always heard that eating chocolate may result in health issues, right? But little did you know | 📄 | 🌐 | 23 | | 0 4 | |
| 01/29/2022 4:17 AM | Whether you're social distancing, isolating or in quarantine due to the current Coronavirus (COVID-19) | 📄 | 🌐 | 1 | | 0 0 | |
| 12/05/2021 11:40 AM | We are restock 🎉 You can BUY NOW before it's too late All four flavors are available: 🍫 Chocolate Chip (RM12) | 📄 | 🌐 | 23 | | 0 5 | |

| | | | | | | | | |
|------------------------|---|---|---|----|--|---|---|----|
| 12/05/2021 11:43 AM |  Hi everyone! If you have inquires about TFN BROWNIE, feel free to ask us in the comment below or simply chat |  |  | 21 |  | 0 |  | 5 |
| 12/01/2021 10:33 PM |  Why choose when you can have both? You can try our Mint and Red Velvet flavor too! 🍋🍋 |  |  | 35 |  | 3 |  | 23 |
| 12/01/2021 10:32 PM |  No matter how busy you are with work, tfn brownie always there to relax you 🍪 A piece of our brownie and |  |  | 31 |  | 0 |  | 18 |
| 12/01/2021 10:21 PM |  Have you tried our tfn brownie? We have 4 flavors available for you to choose! Chat us now and grab yours |  |  | 35 |  | 1 |  | 20 |
| 12/01/2021 10:21 PM |  Have you tried our tfn brownie? We have 4 flavors available for you to choose! Chat us now and grab yours |  |  | 29 |  | 0 |  | 19 |
| 12/01/2021 10:20 PM |  Have you tried our tfn brownie? We have 4 flavors available for you to choose! Chat us now and grab yours |  |  | 28 |  | 0 |  | 18 |
| 12/01/2021 10:20 PM |  Have you tried our tfn brownie? We have 4 flavors available for you to choose! Chat us now and grab yours |  |  | 27 |  | 0 |  | 16 |
| 11/30/2021 6:10 PM |  Stress assignment 📄 Eat brownie 🍪 Did you know it is important for us to take a break for a while from our work |  |  | 23 |  | 0 |  | 18 |
| 11/28/2021 11:14 AM |  Happy weekend yall! What are your plans for today? Let's spend time on you or your loved ones such as |  |  | 24 |  | 1 |  | 16 |
| 11/28/2021 10:47 AM |  Hi! Red Velvet is limited edition flavor. So hurry up, ORDER NOW while stock still last! 🍪🍪🍪 RED |  |  | 27 |  | 0 |  | 16 |

| | | | | | | | | |
|------------------------|--|---|---|----|--|---|---|----|
| 11/27/2021 10:14 PM |  Feeling bored? Unmotivated? Say no more because your online class will be more enjoyable by having some |  |  | 22 |  | 0 |  | 16 |
| 11/27/2021 9:10 PM |  A special fact about TFN BROWNIE is we are sealed with a zip lock. It means you can bring us anywhere |  |  | 23 |  | 0 |  | 13 |
| 11/22/2021 12:40 PM |  BUY NOW before it's too late! RED VELVET ONLY FOR RM15 🍪 Limited flavor 🍪 80g/pack 🍪 Crunchy 🍪 |  |  | 24 |  | 0 |  | 16 |
| 11/22/2021 12:45 PM |  BUY NOW before it's too late! MINT ONLY FOR RM12 🍪 80g/pack 🍪 Crunchy 🍪 Premium Chocolate 🍪 |  |  | 22 |  | 0 |  | 13 |
| 11/22/2021 12:44 PM |  BUY NOW before it's too late! WALNUT ONLY FOR RM12 🍪 80g/pack 🍪 Crunchy 🍪 Premium Chocolate 🍪 |  |  | 20 |  | 0 |  | 13 |
| 11/22/2021 12:43 PM |  BUY NOW before it's too late! CHOCOLATE CHIP ONLY FOR RM12 🍪 80g/pack 🍪 Crunchy 🍪 Premium 🍪 |  |  | 21 |  | 0 |  | 15 |
| 11/22/2021 11:11 AM |  "TODAY IS THE DAY" Hello everyone, we're excited to tell you that TFN Brownie are available to purchase now! |  |  | 21 |  | 2 |  | 13 |
| 11/20/2021 9:30 PM |  Did you already spot your favourite? Don't forget about the launch date. Stay tuned 🍪 |  |  | 22 |  | 0 |  | 15 |
| 11/20/2021 9:24 PM |  Are you ready? Save the date guys |  |  | 22 |  | 0 |  | 15 |
| 11/18/2021 10:37 AM |  Last flavor revealed! It's walnut- |  |  | 23 |  | 1 |  | 12 |

5.0 CONCLUSION

In a nutshell, while finishing our Social Media Portfolio, we gained a lot of experience and knowledge. We have thoroughly enjoyed our experience with the processes. We've learned how to manage internet business on social media and turn a profit for our company. We may gain more advantages in internet marketing if we have knowledge of online business, since most consumers nowadays choose to shop online rather than offline. This is because it is far superior and more convenient for the customer.

We sincerely hope that our online business will continue to thrive in the market, as we need to fulfil our goals and vision of becoming a top, competitive, and strongest local agent brand that improves people's lives via the promotion of high-quality food. We will make every effort to maintain the quality and pricing of our product to meet the demands and desires of our customers while maintaining their loyalty to this brownie. Furthermore, we believe that the accomplishments we will reach in the future will aid in the reduction of unemployment rates by providing them with opportunities to work with us.