



اَوْنَبُوْ سَيِّتِيْ تَيَكْنُوْلُوْجِيْ اِمْبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLE OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO

NAME

AIMY DEANNA BINTI AFENDI

CLASS

AC2203N

LECTURER'S NAME

SIR MOHAMMAD ZAIM BIN MOHD SALLEH

SUBMISSION DATE

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I would like to express sincere gratitude to Sir Mohamad Zaim Mohd Salleh, our entrepreneur lecturer for giving me an opportunity to do this assignment work and provide ne all support. I have learnt so many things about the business and how to manage my social media account properly for business matter. I really appreciate for guidance that he gave.

Moreover, I am so thankful to my fellow friends who are willing to help me. Thank you for sharing information and show me the correct way to complete my individual assignment. Without them, my work will not be successful.

Thank you once again for the encouragement which helps me in completion of this project, may the Almighty bless all of you.

EXECUTIVE SUMMARY

This business name is Dee Drive. This business opened when I have been asking to complete my individual project which is online business that requires student to open a Facebook page. Before that, I registered my business with Suruhanjaya Syarikat Malaysia (SSM) under the name of AIMY DEANNA BINTI AFENDI. The registration number for this business is 003042989-X. Registered location of my business is a 28, JALAN SAUJANA PERDANA 11, SAUJANA PERDANA, 47000 SUNGAI BULOH, SELANGOR but I also started my business for UiTM Puncak Alam students. Any information or detail can contact this number 012-3426765.

According to this business, I was assign to the media social as a medium to gain knowledge and information in entrepreneur life. This is because, this subject are very competitive and expose me to the real world of the entrepreneur life. My aim to satisfy the customer and ensuring the best quality of my business.

I learn so many things in business life and how to handle customers. It is not as easy as it seems which is I needed to handle and manage customer myself. I learn a lot of things which my lecturer teach me this subject. I have improved myself and my business from nothing to something.

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

This business name is Dee Drive which is owned by me. This name has been chosen based on my own name Deanna as me myself who provide the transport services. I use social media such as Facebook page as a starting point for my business and the link of my Facebook page is <https://www.facebook.com/DeeDrive4U/?ref=bookmarks> . A category of my product or services is Transport Services. The registered location of my business is at 28, Jalan Saujana Perdana 11, Saujana Perdana, 47000 Sungai Buloh, Selangor. This business only has one branch because it just started in this year.

2.2 MISSION AND VISION

2.2.1 VISION

Providing good services to customers ensuring the high quality of Dee Drive.

2.2.2 MISSION

Introducing Dee Drive to UiTM students for transport services at a reasonable prices which is below than average.