



Principles of Entrepreneurship (ENT 530): Social Media Portfolio

“Dodol Meceriks Warisan Melaka”



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EXECUTIVE SUMMARY

Dodol Mereciks Warisan Melaka was established on 30 September 2018. The business was managed by myself and under management, headed by General Manager and Marketing Manager, Izham Bin Hajar, Finance manager and Administration Manager, and Operational Manager, to perform organization's task.

Dodol Mereciks Warisan Melaka was located at University Teknologi Mara, Kampus Puncak Alam, Bandar Puncak Alam, Selangor. Dodol Mereciks Warisan Melaka was registered with Companies Commission of Malaysia (CCM) on 10 October 2018.

The business aim was to promote Dodol Warisan Melaka. This business has 2 types of packaging of Dodol which is packed in cube and solid 1kg. The product of this business can satisfy customer's need and love it. This Dodol was sold to customers and the price was affordable. The business is based on sole proprietorship business. The business capital for this business is RM 80. For the Facebook (FB) post we required to post 7 teasers, 10 hard sell and 10 soft sell minimum for each business.

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BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**


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