



اَبُو سَيِّدِي تَكُونُ لَوْ كُنِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA
KAMPUS PUNCAK ALAM, SELANGOR

FACULTY OF HOTEL AND TOURISM
MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)

HM240 (GROUP A)
SOCIAL MEDIA PORTFOLIO

PREPARED FOR:

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I also would like gratitude to Academic Affairs of Faculty of Hotel and Tourism, Puncak Alam to allow me to create the new business. Besides, not forget to Suruhanjaya Syarikat Malaysia (SSM) to give me opportunity and approved upon of my business registration.

Last but not least, to my customers for support my business and to all, who involved directly and indirectly contribute on this project.

Thank you.

Executive Summary

This purpose of this report is to create social media business portfolio. After the promotional activities in social media implemented, the report is documented.

The report consists of the approval from Suruhanjaya Syarikat Malaysia(SSM) as regulation for business purpose.

The nature of the business, background, mission/vision, organizational structure and information of the description related product is stated in this portfolio.

The promotional activities include the Teaser, Hardsell and Softsell. Those advertisement is posting in Facebook Page and overall posts are 27 posts, in which seven teaser, 10 Hardsell, and 10 Softsell.

The business achieved Rm64.00 sales within the couple month of sale. The sales has been generated in eUsahawan Portal.

The business has positive growth in the market and the product and services will be improved from time-to-time.

B. Body of the Report

i. Suruhanjaya Syarikat Malaysia

The business are under the registration of Suruhanjaya Syarikat Malaysia(SSM). Below are the attachment.


SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



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AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

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telah didaftarkan dari hari ini sehingga 10 OKTOBER 2019 di bawah Akta Pendaftaran Perniagaan 1956, beralamat di UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK ALAM, 42300 BANDAR PUNCAK ALAM, SELANGOR

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