



# ACKNOWLEDGEMENT

*Assalamualaikum w.b.t...*

First of all, Alhamdulillah, praise to Allah SWT for giving me opportunity to complete my social media portfolio for (ENT530).

This assignment hopefully can be as one way for me, to practice my ability and interest in other different way, to be a guideline as encouragement for becoming an educative and succeed business people.

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Thank you.

# EXECUTIVE SUMMARY

MR Kuih Kapit is a new establishment business. It is an enterprise business form. It is owned by myself in order to complete my individual assignment task. I carry out my business by selling this Kuih Kapit Berperisa through COD and online such as Facebook and WhatsApp. I started our business on October 2018.

Mr Kuih Kapit is focusing on selling our proud traditional kuih kapit, but I innovate it with various flavours. I named my product as KUIH KAPIT BERPERISA which is seriously delicious. This selection is based on the current situation and trend which also meets the local demand. There are variety flavours of kuih kapit, as an example, chocolate, peanut butter, mix(chocolate and peanut butter) and also strawberry. The varieties are to satisfy our customer desires and needs.

Other than that, my base business location is at UITM Puncak Alam and Shah Alam. If there are any demand from other state, customer do not have to worry, because I will post it. Customers will not regret buying it because I will make sure Kuih Kapit Berperisa is crunchy and delicious just like what they want.

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BORANG D (KAEDAH 13)



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**ANIS SURAYA BINTI HASSAN MUSANIF**

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telah didaftarkan dari hari ini sehingga **10 OKTOBER 2019** di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **NO 603 BLOK 2 PANGSAPURI  
ANGGERIK INDAH JALAN SEMPADAN 16/7 SEKSYEN 16 , 40000 SHAH  
ALAM, SELANGOR**

**Bil. Cawangan: TIADA**

Bertarikh di **SISTEM EZBIZ** pada **11 OKTOBER 2018**.

  
**DATO' ZAHRAH ABD WAHAB FENNER**  
Pendaftar Perniagaan  
Semenanjung Malaysia