



الجامعة
UNIVERSITI
TEKNOLOGI
MARA

ENT 530

**PRINCIPLES OF ENTREPRENEURSHIP
SOCIAL MEDIA REPORT**

Nana's Cookies
BY LIDIYA

NAME OF STUDENT

LIDIYA IWANA BINTI SHABARUDDIN

MATRIC NO.

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GROUP:

BA 242 3A

PREPARED FOR:

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DATE:

10 DISEMBER 2018

1. ACKNOWLEDGEMENT

Alhamdulillah, I managed to complete my social media Facebook page which is Nana's Cookies. At first place, I never imagined myself to be able to finish the task given on time but thankfully I did and I would very much likely to show my gratitude to Allah for giving me strength and letting me complete the assignment given successfully.

At the time of the process in preparing this social media report, the struggle I face is a real deal as I went through a lot of hardships as it takes effort during hectic week before submitting this report. I believe that all this could not happen without the help of the people around me who have helped throughout this journey. Apart from that, I would like to convey my appreciation to those who have provided me the possibility in completing this report especially to all my fellow friends. Not to forget a special thanks to my ENT530 lecturer, Sir Zaim Mohd Salleh in contribution of giving suggestions, providing guidelines and also encouragement.

Last but not least, I would like to thank my family for their never-ending support in terms of financial to make this assignment to come to this stage. I would also like to express my gratitude to all the people that have helped directly or indirectly with willingness and sincerity. Without the help and support systems, I may be facing difficulties in completing this assignment.

2. EXECUTIVE SUMMARY

Nana's Cookies is my new business that was established on 23rd September 2018. This business is based on a sole proprietorship. This business is registered under *Business Registration Act 1956* as Lidiya Iwana Binti Shabaruddin with registration name 002891465-A is a new business company that operated in Malaysia. My company's name is Nana's Cookies as it short and simple for easy pronunciation.

The product that this business carry is suitable for all people and ages. It also suitable to eat it anytime and anywhere as the size is not bulky. Everyone love this product especially children. In future, Nana's Cookies will make sure that we have competitive advantages on customers from other competitors.

In addition, this company has no limited time in its operating management where it will be operating every day and 24 hours for customers to request or make an order and for delivery services will be made right away once the order has been received. Then, will pick suitable time will be pick based on the order made by customers.

Thus, I believe that this business can achieve a profit at least RM60 from Facebook page per month. In order for that to be fulfil, full commitment and cooperation need to be taken into consideration.

I sell Nana's Cookies at UITM Puncak Alam as I am a student there and to gain extra income and some pocket money so my expenses will not fully dependable on my parents. The reason I choose this place as my target as it is suitable for students and lecturers to buy it especially when they crave something sweet as light as snacks.

Lastly, I believe that this business can generate more profit because the product is for all income. High profit could be achieved especially during Eid seasons where demand for cookies rise up.

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4. BUSINESS REGISTRATION (SURUHANJAYA SYARIKAT MALAYSIA)



FORM D (RULE 13)



**CERTIFICATE OF REGISTRATION
THE REGISTRATION OF BUSINESSES ACT 1956
(ACT 197)**

This is to certify that the Business carried on under the name

**LIDIYA IWANA BINTI SHABARUDDIN
REGISTRATION NO.:**

has this day been registered until 07 OCTOBER 2019 in accordance with the provisions of the Registration of Businesses Act 1956, with its principle place of business at LOT 38, JALAN BAHAGIA, BATU 8 KAMPUNG SIJANGKANG 42500 TLK PANGLIMA GARANG SELANGOR

Number of branches: N/A (0)

Dated at SISTEM EZBIZ this 08 OCTOBER 2018



181113224076632
Scan to verify

Zahrah Abd Wahab Fenner
DATO' ZAHRAH ABD WAHAB FENNER
Registrar of Businesses
Peninsular of Malaysia