



اُنِيْوَرْسِيْٓتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
UNIVERSITI
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MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) :
SOCIAL MEDIA PORTFOLIO

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2.0 Acknowledgement

Alhamdulillah , firstly I would like to impress my gratitude to Allah S.W.T for giving me opportunity to finish my social media portfolio. I have put all my effort and spirit to finish this assignment smoothly.

In performing my social media portfolio, I had to take the help and guideline of respected person. I would like to show my gratitude to Sir Mohammad Zaim Bin Mohd Salleh for giving me a good guideline for this assignment throughout numerous consultations.

Many people, especially my parents and also my friends have made valuable comment suggestions on this portfolio which gave me an inspiration to improve my assignment. I am very thankful to all the people for their help directly and indirectly to complete my assignment.

3.0 Executive Summary

The business I have chosen is under food and beverages. This product is namely as Rainbow Kisses. Rainbow Kisses is mainly product made by white egg and sugar. This product is produce by Tastybitzz Enterprise.

Basically, they promote their product through online such as Instagram and Facebook. Sometimes they open their booth in various of event. In order to widen their business, they offer public to joint them as a agent or dropship. So, for this assignment, I have registered with them to be their dropshipper .

For marketing purposes, I have use social media platform by utilizing Facebook. I have registered this business under SSM by using the name Rainbow Kisses by Jie.

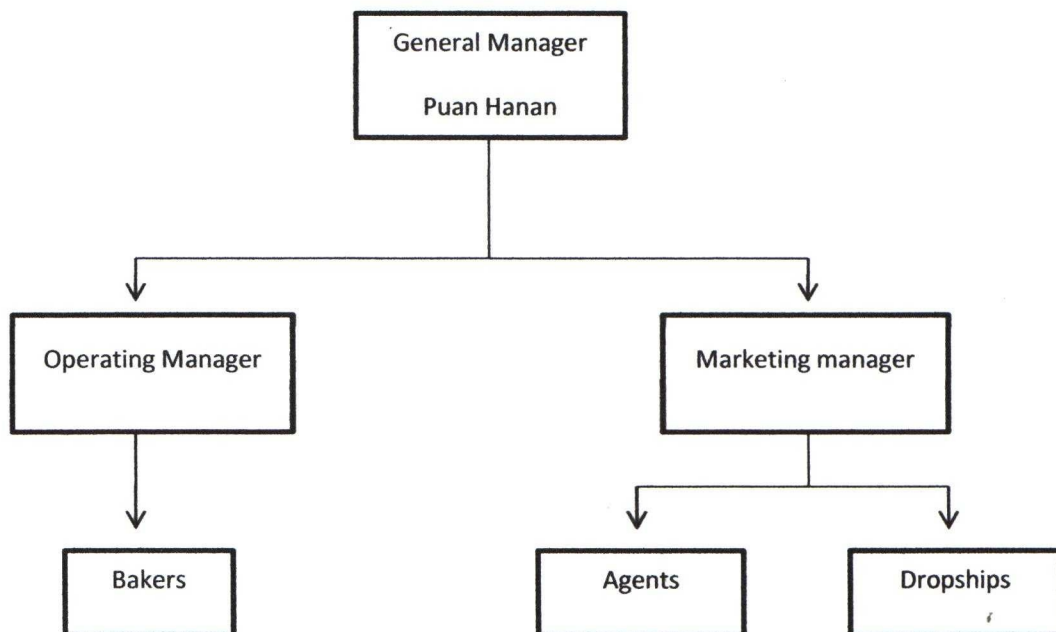
I hope this Rainbow Kisses can win customer's heart because of their unique taste.

4.0 Introduction of Business

The business that I have chosen is Rainbow Kisses. Rainbow Kisses is one of products from Tastybitzz Enterprise. Tastybitzz Enterprise is 100% owned by Bumiputera. They provide Halal and delicious desserts.

It was located at Seri Iskandar, Perak. Tastybitzz Enterprise was established in the year 2018 and up to now, their business being rapidly developing.

Tastybitzz Enterprise was operated by their general manager which will play a role as a executive who has overall responsibility toward every department in their business. Under the general manager, there were a operation manager, and marketing manager.



Their vision is to become one of the famous companies that make the delicious dessert. While their mission is to make the best dessert for their customers.