



اَوْنِبُوْرَسِيْتِيْ بَاتِيْكُوْلُوْ كِنِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR IN OFFICE SYSTEMS MANAGEMENT (BA232)**

**COURSE NAME:**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**TITLE:**

SOCIAL MEDIA PORTFOLIO:  
HANNA CUPPY CAKES

**PREPARED BY:**

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**MATRICES NO.:**

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**GROUP:**

BA232 3D

**PREPARED FOR:**

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**DATE OF SUBMISSION:**

30<sup>th</sup> DECEMBER 2020

## **ACKNOWLEDGEMENT**

Alhamdulillah praised to Allah because I manage to complete this Social Media Portfolio assignment. First, I would like to express my deep sense of gratitude and very much thankful to my beloved lecturer for Principles of Entrepreneurship (ENT530) which are Dr. Syukrina Alini Binti Mat Ali, for her valuable guidance that helps me a lot and supports me in completing this social media portfolio. I am grateful because I managed to complete this social media portfolio assignment within the time given with the guidance and full support also encouragement from Dr. Syukrina Alini Mat Ali.

Second, I would like to thank my parents, family, and to my friends who helped me complete this assignment. To my family that always give enough support, and to my friends who are willing to share some of the necessary information on completing this portfolio.

Last but not least, I want to thank all that help me in completing this social media portfolio assignment.

## **EXECUTIVE SUMMARY**

Firstly, for this Social Media Portfolio, I have chosen to sell cupcakes because I am attracted to the decoration of the cupcakes itself. Moreover, people nowadays tend to search for something that are sweet for their tooth so cupcakes is one of the foods that definitely will attract people to buy it.

This social media portfolio assignment contains information of the business of Hanna Cuppy Cakes which is owned by Alia Suhanna Binti Radzuan that was established since 20<sup>th</sup> October 2020 and it is located at No. 35, Jalan AU5D/9, Lembah Keramat, Kuala Lumpur. Hanna Cuppy Cakes is a business that provide unique combination of flavours and beautiful decoration of cupcakes with a reasonable price and a high-quality product. There are variety of flavours for cupcakes that are sell by Hanna Cuppy Cakes which are Strawberry Shortcake Cheesy Cuppy Cake, Biscoff Cuppy Cake, Lemon Blueberry Cuppy Cake, Carrot Cuppy Cake, Strawberry Santa Hat Cuppy Cake and Unicorn Cuppy Cake. Furthermore, Hanna Cuppy Cake also take order based on the customer preference itself.

Moreover, in this portfolio, it also includes the total number of 10 teaser, 17 hard sell, 16 soft sell and 19 frequency of posting that are posted by Hanna Cuppy Cakes in their Facebook page. From all the post in their Facebook page, the customers are able to know their business, products and the list price for each product.

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## 1.0 GO E-COMMERCE REGISTRATION

Go-eCommerce is an online entrepreneurial platform with the tools to help build the business to the next level. Like every business, Hanna Cuppy Cakes also registered with Go-eCommerce on 26<sup>th</sup> October 2020. In the Go-eCommerce platform, Hanna Cuppy Cakes has filled in the details of the owner and also our business profile.

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

**Personal Information** Edit

Name	: ALIA SUHANNA BINTI RADZUAN	Phone/Mobile	: 0199182820
New Identity Card No.	: 990128145785	Home Address	: 32, JALAN AU5019 LEMBAH, KERAMAT, GOMBAK
Email Address	: aliasuhannaradzuan@gmail.com	District	: GOMBAK
City	: KUALA LUMPUR	Postcode	: 54200
State	: WP Kuala Lumpur	Personal Instagram	: null
Personal Facebook	:	Race	: Malay
Gender	: Female	Special Need Required	: No
Marital Status	: Single		

**Institution Information** Add New

UITM Puncak Alam - EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UITM Puncak Alam
Address of Institution	: Universiti Teknologi MARA, Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam
District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020	Class Name	: BA2323D
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 10	Lecturer Name	: Syukrina Alini Binti Mat Ali
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 1
Related To Study Field	: Yes		

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Figure 1: Personal Profile

**Go-eCommerce** BETA

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Have you updated your sales today? Update your sales regularly to collect more points!

**PERSONAL PROFILE** **BUSINESS PROFILE**

**Business Profile** Edit

Company Name	: Hanna Cuppy Cakes	Company Registration No.	:
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner
Facebook Page	:	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages
Wechat for Business	:	Business Instagram Page	:
Marketplace	:	Business Website	:
Business Related to Your Study Field	:	Type Of Website	:
		Experience in International Export	:

Figure 2: Business Profile