



اَوْنِفُوْرَسِيْتِي تِي كِنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

ENT530 :PRINCIPLES OF ENTREPRENEURSHIP

FACULTY & PROGRAM	ART & DESIGN : AD244 - INDUSTRIAL DESIGN
NAME	FARAH HAZIQAH BINTI ZULKIFLI
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NAME	FARAH HAZIQAH BINTI ZULKIFLI
LECTURER	EN. MUHAMMAD HAFIZI BIN ZAMRI

ANKNOWLEDGEMENT

I would especially like to thank En. Muhammad Hafizi Bin Zamri, my lecturer for this subject ENT530 : Principles Of Entrepreneurship. As my lecturer and mentor, he has taught me more than I could ever give him credit for here. I am grateful to all of those with whom I have had the pleasure to work during this related projects. Nobody has been more important to me in the pursuit of this project than the members of my family. I would like to thank my parents, whose love and guidance are with me in whatever I pursue. They are the ultimate role models.

1.0 GO-ECOMMERCE REGISTRATION

The screenshot displays the user profile page for FARAH HAZIQAH BINTI ZULKIFLI. The page is divided into two main sections: Personal Information and Institution Information. The Personal Information section includes fields for Name, Phone/Mobile, Home Address, District, Postcode, Personal Instagram, Race, and Special Need Required. The Institution Information section includes fields for Type of Institution, State of Institution, Address of Institution, Institution List, Name of Institution, City, and Postcode. A chatbot icon is visible in the bottom right corner.

Go-eCommerce

PERSONAL PROFILE | BUSINESS PROFILE

PERSONAL INFORMATION

Name	:	FARAH HAZIQAH BINTI ZULKIFLI	Phone/Mobile	:	0137172166	Edit
New Identity Card No.	:	960828019608	Home Address	:		
Email Address	:	farahzulkifi.design@gmail.com	District	:		
City	:		Postcode	:	81800	
State	:		Personal Instagram	:		
Personal Facebook	:		Race	:		
Gender	:		Special Need Required	:		
Marital Status	:					

INSTITUTION INFORMATION [Add New](#)

UTM Puncak Alam - Industrial Design

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	:	Selangor	Name of Institution	:	UTM Puncak Alam
Address of Institution	:	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam,	City	:	Puncak Alam
			Postcode	:	42300

Hallo there! My name is Alang & I'm here to assist you.

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

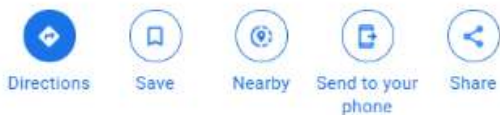


The name Farh's Dessert is from the combined of the name of the owner of the company, (Far + H) Farah Haziqah Binti Zulkifli and the word 'Dessert' which is the products produced by the company. Using a part of the owner name into company name make its looks authentic and human identities. Using the word 'Dessert' will also attract customers to buy products produced by the company

Farh's Dessert is located at No. 33 Jalan Badik 28, Taman Puteri Wangsa, 81800, Ulu Tiram, Johor. This company is a company that operates from home and online that makes Facebook the main sales and marketing platform.

33, Jalan Badik 28

Taman Puteri Wangsa
81800 Ulu Tiram
Johor



Farh's Dessert on Google Maps

2.2 ORGANIZATION CHART



Owner and founder of Farh's Dessert :
Farah Haziqah Binti Zulkifli.

- Social media posting.
- Marketing.
- Baker.
- Delivery.



Assistant manager of Farh's Dessert :

Feera Elisa Binti Zulkifli.

- Baker.
- Product wrapper.
- Delivery.

2.3 MISSION AND VISION

- Mission : Our mission is to get more profit by supplying different kind and sweet of Mini Pavlova with unique taste.
- Vision : To become another one of the Bumiputera company that produce products and services that can fulfill the want of the customer.