



اُونِيُوَرَسِيْتِي بَاتِيكُونُو لُو كِي بَامَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO



OOZY TART

FACULTY	FACULTY OF INFORMATION MANAGEMENT
PROGRAMME	BACHELOR OF INFORMATION SCIENCE (HONS) RECORD MANAGEMENT
SEMESTER	3
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GROUP	IM246 3ST4
LECTURER	SIR MUHAMMAD HAFIZI BIN ZAMRI

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EXECUTIVE SUMMARY

Oozy Tart is a business that established on November 2020. We open a business on a food/dessert based product. For our food product we create our own motto or trademark which is “Baked with Love”. We sell our food product at an affordable price. We provide free gifts and discount for our customer. Usually the discount comes when our customer book their tart for special occasion such as wedding, birthday party, high tea and annual dinner.

We registered our business on Go-Ecommerce in November 2020. Our business focuses on the area of Sungai Petani and all over Kedah including Penang and Perlis. But for Penang and Perlis we only took order when they book the tart more than 100 pieces. Our business runs online and through delivery services such as cash on delivery (COD), “Food Panda” and “Grab Food”.

This business focuses on family, newlywed couple, event management caterer and special occasion. Our oozy tart provide a delicious variety of tart filling and beautiful decorated tart suitable for any event. The pricing for our food product is affordable and reasonable suitable for the ingredients that we use to baked our tart. Our business is a family based business, and we run the business with our family members and 2 workers.

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1.0 GO-ECOMMERCE REGISTRATION

Go-eCommerce BETA

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PERSONAL PROFILE BUSINESS PROFILE

MOHD AZRISYAM BIN MOHD SOFI

Personal Information

Name	: MOHD AZRISYAM BIN MOHD SOFI	Phone/Mobile	: 0195253885	Edit
New Identity Card No.	: 990328025247	Home Address	: NO 301, LORONG 5/4, TAMAN SRI WANG	
Email Address	: azrisyamsf2099@gmail.com	City	: SUNGAI PETANI	
State	: Kedah	District	: KUALA MUDA'YAN	
Personal Facebook	:	Postcode	: 8000	
Gender	: Male	Personal Instagram	: null	
Marital Status	: Single	Race	: Malay	
		Special Need Required	: No	

Institution Information [Add New](#)

UITM Puncak Perdana - IM2483ST4

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	Rectangular Sdp
State of Institution	: Selangor	Name of Institution	: UITM Puncak Perdana	
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	: Puncak Perdana	
District of Institution	: Petaling	Postcode	: 40150	
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: IM2483ST4	Class Name	: IM - FACULTY OF INFORMATION MANAGEMENT	
Subject Name	: ENT530	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 10	Lecturer Name	: muhammad hafizi zamri	
Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	: 1	
Related To Study Field	: Yes			

Figure 1: Personal Profile of Oozy Tart Owner

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

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

PERSONAL PROFILE **BUSINESS PROFILE**

MOHD AZRISYAM BIN MOHD SOFI

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

Figure 2: Business Profile of Oozy Tart