



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## SOCIAL MEDIA PORTFOLIO



## PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

Faculty & Programme : AD244 – Bachelor of Industrial Design  
Semester : 05  
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## **ACKNOWLEDGMENT**

First of all, I would like to express my highest gratitude to Allah S.W.T for His guidance, bless and for giving me the strength to perform my responsibilities as I manage to complete my social media report within the stipulated time.

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Lastly, to my family and friends that also gave their best support with a lot of encouragement and provide financial help to cover all the costs needed from the start until the end of my project assignment. Thank you to all of you that involve as direct or indirect to make sure this programme smooth and clear.

## **EXECUTIVE SUMMARY**

“For the cookie monster in you” is our slogan for our business, KL Big Chewy Cookies. The major objective of the company is to sell great homemade chewy chocolate chip cookies and be one of the brands to stand out in Kuala Lumpur.

My business began back in 2013, when we started selling cookies to our close relatives and friends. Our humble beginnings soon started to expand over the years and have managed to sell our cookies at local shops and events throughout the year. Our cookies have an irresistible taste has been favoured by a lot of people due to its soft and chewy texture.


Since our opening, we had tried many types of flavours and also planning on trying new types of pastries for us to sell. This includes cakes, lava brownies, and other types of cookie flavours. We also had a few loyal customers who had been supporting us since our early ventures, up until now.

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## 1.0 GO-Ecommerce REGISTRATION

PERSONAL PROFILE
BUSINESS PROFILE



**ASYRAF BASIL BIN NADIM**

**Personal Information**


Name	: ASYRAF BASIL BIN NADIM	Phone/Mobile	: 0162047492	<a href="#" style="background-color: #f00; color: white; padding: 2px 5px; font-weight: bold;">Edit</a>
New Identity Card No.	: 980709146485	Home Address	: 12, lorong jelutong kiri, damansara heights	
Email Address	: asyrafb2@gmail.com	District	: kuala lumpur	
City	: kuala lumpur	Postcode	: 50490	
State	: WP Kuala Lumpur	Personal Instagram	: null	
Personal Facebook	: Asyraf Basil	Race	: Malay	
Gender	: Male	Special Need Required	: No	
Marital Status	: Single			

**Institution Information** [Add New](#)

UiTM Puncak Alam - Industrial Design

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	
		Postcode	: 42300	
District of Institution	: Kuala Selangor	Study Status	: Full time	<a href="#" style="background-color: #f00; color: white; padding: 2px 5px; font-weight: bold;">Edit</a> <a href="#" style="background-color: #f00; color: white; padding: 2px 5px; font-weight: bold;">Delete</a>
Level of Study	: Bachelor Degree	Class Name	: AD244 5A & 5B	
Course Name	: Industrial Design	Year Enrolling the subject	: 2020	
Subject Name	: Intro to entrepreneurship	Lecturer Name	: muhammad hafizi zamri	
Month Enrolling the Subject	: 9	Year Of Internship Enrollment	: 2020	
Internship Enrollment	: Yes	Period of Internship Training	: 3 Months	
Month of Internship Enrollment	: August	Expected Month To Complete Study	: 7	
Expected Year To Complete Study	: 2021			
Related To Study Field	: Yes			

PERSONAL PROFILE
BUSINESS PROFILE



**ASYRAF BASIL BIN NADIM**

Company Name	: KL Big Chewy Cookies	Company Registration No.	:	<a href="#" style="background-color: #f00; color: white; padding: 2px 5px; font-weight: bold;">Edit</a>
Type Of Business	: Sdn. Bhd	Business Role	: Agent	
Facebook Page	: https://www.facebook.com/bigchewycookies	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	: https://www.instagram.com/bigchewycookies/	
Marketplace	: Others	Business Website	:	
Business Related to Your Study Field	: No	Type Of Website	:	
		Experience in International Export	: No	