



اَوْبَهُوْ سَيِّدِيْ تَبِيْكَوْ لَوِ كِيْ وَفَا رَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## SOCIAL MEDIA PORTFOLIO

**ENT 530: PRINCIPLES OF ENTREPRENEURSHIP**

**FACULTY & PROGRAMME** : BACHELOR OF INFORMATION SCIENCE (HONS)  
RECORDS MANAGEMENT

**SEMESTER** : 3

**PRODUCT NAME** : ROTI SARANG LEBAH BY KHAYALAN

**NAME** : NUR SYAHIRA FARHANA BINTI ZAIDI

**STUDENT ID** : 2019805694

**GROUP** : IM2463ST4

**LECTURER** : SIR HAFIZI BIN ZAMRI

## ACKNOWLEDGEMENT

Praise be to Allah; finally, this assignment is complete. Firstly, in preparation for this assignment, I had to take the help and guidance from my respected lecturer, who deserve my deepest gratitude. As the completion of this assignment, I would like to show my appreciation to my respected lecturer, Sir Muhammad Hafizi bin Zamri from UiTM Puncak Alam for giving me such a good guideline for this assignment throughout numerous consultations and guidance.

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I hope that this assignment will help me to be ready with knowledge for other upcoming tasks in another subject. Hope that this assignment will help me to do better and perhaps it will give benefit to others.

## EXECUTIVE SUMMARY

Roti Sarang Lebah by Khayalan was established on 16th November 2020 and our product trademark is "BEE Kind" which means be nice to all people in order to give our customer a good experience with our product while "BEE" does indicate to the name of the bread which is "honeycomb bread".

This bread is also known as *Khaliat Nahal* and it was a popular Arabic bread with soft texture filled with buttery cheese. But I already make an innovation to this recipe in order to make it more unique with my mother own signature butterscotch sauce. The combination of this two will make everyone crave for it in just one nibble. Our objective is to make sure people are able to taste this popular Arabic bread in our own country. I am aware that some people especially those with sweet tooth love to try something different, the one that they cannot have in their country. Some people are too busy to prepare it for themselves because it might take times and a lot of effort. So here we are ready to serve our customer with the fresh homemade bread with butterscotch sauce. So that they can taste the delicacy of our product since they do not need a silver fork to eat our bread.

Since our first day of launch, our product got positive feedback among our customers since the product was sold more than 100 pieces within one month. We see this kind of opportunity and we will keep on growing our business by using a Facebook page to reach more customer for our product.

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

PERSONAL PROFILE

BUSINESS PROFILE



**NUR SYAHIRA  
FARHANA BINTI ZAIDI**

Company Name	: Roti Sarang Lebah by Khayalan	Company Registration No.	: -	<a href="#">Edit</a>
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
Facebook Page	: Roti Sarang Lebah by Khayalan	Business	: Food & Beverages / Food & Beverages	
Wechat for Business	: -	Category/Business Sub-Category	: -	
Marketplace	: Others	Business Instagram Page	: -	
Business Related to Your Study Field	: Yes	Business Website	: <a href="https://www.facebook.com/rotisanglebahbykhayalan">https://www.facebook.com/rotisanglebahbykhayalan</a>	
		Type Of Website	: eCommerce Platform	
		Experience in International Export	: No	

**GO-ECOMMERCE REGISTRATION**