



اَوْبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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TEKNOLOGI
MARA

INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

Business: Ropa Warisan



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SEMESTER : 3

NAME : NUR SHAFIQAH BINTI JUSOH

STUDENT ID : 2019217798

GROUP : IM2463ST4

LECTURER : EN. MUHAMMAD HAFIZI BIN ZAMRI

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**NUR SHAFIQAH BINTI JUSOH
2019217798
IM2463ST4**

**Faculty of Information Management
Universiti Teknologi MARA
Cawangan Selangor
Puncak Perdana Campus
Shah Alam**

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EXECUTIVE SUMMARY

This is a report of my social media business that I created which was asked based on our individual assignment which requires all the students to set up their own business. I have gathered all the information needed such as the business backgrounds, mission and vision of my business, price, products, and many more that my business, Ropa Warisan have.

In this report, I also included Facebook Post that consists of teaser, copywriting of Hardsell and copywriting of Softsell. Moreover, I have compiled all the details needed including the registration of the company which is also needed to be in this report. Thus, I have compiled all the important data in this report.

Ropa is a traditional kuih from Terengganu. Ropa is also known as Kuih Lipat. The taste of kuih Ropa is a bit similar to curry puff. Ropa has a variety of flavors which has potatoes, meats, sardine, and fish. For 'kulit ropa', it is made from flour and eggs. It looks similar to a pancake but thick.

Ropa Warisan Enterprise is one of the businesses that produce kuih Ropa frozen. This business produces home-made frozen food that can ensure cleanliness, use cooking ingredients without preservatives and prepare food with the right way.

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