



اُونِيُوَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLES OF
ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO

NAME : ADRINA BT AZHAR KAMARUDIN

NO MATRIC : 2019496176

PROGRAMME : AD244

GROUP : AD244 5B

LECTURER'S NAME : SIR MUHAMMAD HAFIZI
ZAMRI

ACKNOWLEDGEMENT

Thanks, I most grateful to God for the completion of this Social Media portfolio as one of the requirement that need to be accomplish in the course work assessment for the code ENT 530. Special thanks to my parents in supporting me to complete this portfolio by give me motivation.

This portfolio has been prepared with the cooperation and support from many people. Besides, not to be forgotten to my lecturers which are Sir Muhammad Hafizi Zamri and his kindness in helping me during the process of completion of this social media business work. He has given me a good service by providing useful information. Without him, I would not be able to complete this portfolio. Through these problems I manage to become more organize and mature in dealing with problems that occur during my business. This portfolio covers social media business using Facebook, sales revenue, creating soft sell, creating hard sell and create teaser to attract customer.

Lastly, to those who had involved and contributed directly or indirectly to this portfolio, I am very grateful to them for the effort and initiative that they have shown in my business until successfully completed my portfolio report. I apologize to all other unnamed person who helped me various ways to complete this portfolio and we hope this social media business and portfolio report can give us little bit about Entrepreneurship world and fact about how to become an entrepreneur in future.

EXECUTIVE SUMMARY

CAKEGENICS provides a plenty of dessert fresh from our oven for their customers. Our business offer affordable price to our beloved customers. Our target audience are dessert lovers . We know people nowadays really like to try out a new dessert. We do target our customer on specific area because we are in desserts business and we are new in business. We do not have so much manpower to cover all area . Our services can actually be done and deal online and we do not require to have a face-to-face.

The marketing strategy that is used by CAKEGENICS is the lists prices that is provided are so much cheaper than our competitor, also our cakes are freshly bake upon order. Customers satisfaction is our priority. CAKGENICS only owned and work by me and my cousin Nur Amirah bt Azhar. Our business also use Facebook page and Instagram as a platform for us to attract online customers, gain more awareness and generate more sales at once. We will promote CAKEGENICS by doing teaser post, soft sell and hard sell as our sale postings on Facebook and Instagram to promote our services.

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i. GO E-COMMERCE REGISTRATION

The screenshot displays the user profile page for 'Adrina binti Azhar Kamarudin' on the Go-eCommerce platform. The page is divided into two main sections: 'Personal Information' and 'Institution Information'. The user's name is 'Adrina binti Azhar Kamarudin', and their email is 'adrinaazhar411@gmail.com'. They are currently enrolled at 'UITM Puncak Alam - Industrial Design' as a 'Bachelor Degree' student in 'Industrial Design' for the year '2020'. The page also shows their phone number, home address, and other personal details. There are 'Edit' and 'Delete' buttons for the institution information.

PERSONAL PROFILE | BUSINESS PROFILE

Personal Information

Name	: Adrina binti Azhar Kamarudin	Phone/Mobile	: 0183572522	Edit
New Identity Card No	: 981104435094	Home Address	:	
Email Address	: adrinaazhar411@gmail.com	District	:	
City	:	Postcode	: 41000	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	
Gender	:	Special Need Required	:	
Marital Status	:			

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	
District of Institution	: Kuala Selangor	Postcode	: 42300	
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: Industrial Design	Class Name	: AD244 5A & 5B	
Subject Name	: Intro to entrepreneurship	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 10	Lecturer Name	: muhammad hafiz zamri	
Internship Enrollment	: Yes	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To Complete Study	: 2021	Expected Month To Complete Study	: 7	
Related To Study Field	: Yes			