



اَوْنِيُوْزْ سَيِّتِيْ تَيْكُونُوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO: FACEBOOK PAGE



MOUTHGASM CRUNCHY

FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT
SEMESTER : 4
PROJECT TITLE : SOCIAL MEDIA PORTFOLIO
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GROUP : BA 242 4D
LECTURER : DR. SYUKRINA ALINI BT MAT ALI

ACKNOWLEDGEMENT

Primarily, I would like to express my outmost gratitude to Allah S.W.T as I managed to complete my social media portfolio report with successfully by His guidance and blessings.

Secondly, I would like to express my thankfulness to University Technology Mara (UiTM) Campus Puncak Alam, Selangor for giving me this opportunity to conduct this assignment.

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EXECUTIVE SUMMARY

This Facebook page has been created on 22 October 2020. The total of like and follower is 198 likes and 208 followers. The product for this Facebook page is mouthgasm crunchy. Mouthgasm crunchy is a choco jar that come with mocha flavour. This suitable for all people to eat this because it has the balance taste between chocolate and coffee. The motto for this business is more crunchy more delicious. People really like when their choco jar really crunchy and this can attract the people to buy. The main objective is to achieve the taste that all people want and make them happy when eat our product. The price of this product affordable to all people because not too expensive. The Facebook page is good to run our business because we can use this platform to promote and sell our product through online. Nowadays, people like to buy any product through online because it really easy and simple to use. Using this Facebook page really useful because it can attract more people to know our product. We need to promote our product to people to make our business successful. This kind of strategy promoting and sell really help us to generate more income. With using this way we can learn a new thing how to generate our income and make a profit for our business.

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GO-ECOMMERCE REGISTRATION

Personal Profile

The screenshot displays the 'Personal Profile' section of the Go-eCommerce BETA application. The user's name is Mohamad Rais Fazli Bin Mohd Adnan. The profile includes personal information such as phone number, home address, and contact details. It also lists institution information for UiTM Puncak Alam, including the course name 'PRINCIPLE OF ENTREPRENEURSHIP-BA2424D OKT 2020' and various institutional details like type, state, and address.

Personal Information			
Name	Mohamad Rais Fazli Bin Mohd Adnan	Phone/Mobile	0129740405
New Identity Card No.	980113106917	Home Address	No 21 Jln 9 Taman Sri Cheras Jaya Bt 10 Cheras Selangor
Email Address	raisf94@gmail.com	District	Hulu Langat
City	Cheras	Postcode	43200
State	Selangor	Personal Instagram	rayes_mata
Personal Facebook	Rais Fazli	Race	Malay
Gender	Male	Special Need Required	No
Marital Status	Single		

Institution Information			
UiTM Puncak Alam - PRINCIPLE OF ENTREPRENEURSHIP-BA2424D OKT 2020			
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 Kamous	City	Puncak Alam
		Postcode	42300

This screenshot shows a detailed view of the course and internship information. It includes fields for the district of the institution, level of study, course name, subject name, and various dates and enrollment details. The course is identified as 'PRINCIPLE OF ENTREPRENEURSHIP-BA2424D-OKT 2020' and the lecturer is Syukrina Alini Binti Mat Ali.

District of Institution	Kuala Selangor	Study Status	Full time
Level of Study	Bachelor Degree	Class Name	BA2424D-OKT 2020
Course Name	PRINCIPLE OF ENTREPRENEURSH IP-BA2424D OKT 2020	Year Enrolling the subject	2020
Subject Name	PRINCIPLE OF ENTREPRENEURSH IP	Lecturer Name	Syukrina Alini Binti Mat Ali
Month Enrolling the Subject	10	Year Of Internship Enrollment	
Internship Enrollment	No	Period of Internship Training	
Month of Internship Enrollment		Expected Month To Complete Study	2
Expected Year To Complete Study	2022		
Related To Study Field	Yes		

eCertificates