



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT & BACHELOR IN EVENT MANAGEMENT (HONS)
SEMESTER : 2
PROJECT TITLE : SOCIAL MEDIA PORTFOLIO
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SUBMISSION DATE : 30th DECEMBER 2020

ACKNOWLEDGEMENT

In the name of “Allah”, the most beneficent and merciful who gave me strength and knowledge to complete this assignment.

This assignment is a part of the course ‘PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)’. This has proved to be a great experience.

I would like to express my gratitude to my subject lecturer, DR. SYUKRINA ALINI BINTI MAT ALI; who gives me this opportunity to fulfil this social media portfolio assignment. She gives me moral support and guided in different matters regarding the topic. She has been very kind and patient while suggesting me the outlines of this portfolio. I thank her for the overall support.

Besides, I would like to take this opportunity to thank the Faculty of Business Management of UiTM Puncak Alam, Selangor for offering this subject, Principles of Entrepreneurship (ENT530). It gives me an opportunity to be promoting business on Facebook page.

I am also thankful to everyone who supported me especially friends in completing my portfolio effectively and moreover on time. They give me helpful comments which helped me a lot in preparing this assignment.

EXECUTIVE SUMMARY

Caseaholic Enterprise is a sole-proprietorship business. The brand and the business are owned and managed by one and only Fifi Najwa Nazira who in her right bring success and experience to the business. It is a mobile accessories business which provides phone cases especially for iPhone users. Each and every case is made and designed entirely in China and directly shipped to the business owner's house, in Johor Bahru. The cases then will be shipped to customers using Poslaju courier service. The phone cases are made of high-quality sturdy plastics and a state-of-the-art printing method that guaranteed to be exclusively stunning product. Caseaholic Enterprise promotes the business through Facebook page (@caseah0lic) and can be reached by direct message on the Facebook page or WhatsApp at (012-4244 969). The price range of the cases are between RM 29 to RM 59, nothing more than that. The target audience is for all iPhone users who want to protect their iPhones from damaged in the entire Malaysia.


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GO E-COMMERCE REGISTRATION

Go-eCommerce
BETA

HOME
MY PROFILE
MY BUSINESS
MY LEARNING
MY NOTIFICATIONS
MORE



FIFI NAJWA NAZIRA BINTI AZIZAN

Personal Information Edit

Name	: FIFI NAJWA NAZIRA BINTI AZIZAN	Phone/Mobile	: 0129066456
New Identity Card No.	: 991015018508	Home Address	: 61, JALAN UDA UTAMA 9/1, BANDAR UDA UTAMA
Email Address	: fifinajwanazira@tm@gmail.com	District	: JOHOR BAHRU
City	: JOHOR BAHRU	Postcode	: 81200
State	: Johor	Personal Instagram	: https://www.instagram.com/fifinzira/
Personal Facebook	: https://www.facebook.com/fifinzira	Race	: Malay
Gender	: Female	Special Need Required	: No
Marital Status	: Single		

Institution Information Add New

UITM Puncak Alam - SYUKRINA-ENT530-BA2323B-OKT2020

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	: SYUKRINA-ENT530-BA2323B-OKT2020	Class Name	: BA2323B
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 10	Lecturer Name	: Syukrina Alini Binti Mat Ali
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2021	Expected Month To Complete Study	: 1
Related To Study Field	: Yes		

PERSONAL PROFILE

BUSINESS PROFILE



FIFI NAJWA NAZIRA BINTI AZIZAN

Company Name	: Caseaholic Enterprise	Company Registration No.	: Edit
Type Of Business	: Enterprise	Business Role	: Product Owner
Facebook Page	: https://www.facebook.com/caseaholic/	Business Category/Business Sub-Category	: Electronics, IT & Telecommunication / IT & Telecommunication
Wechat for Business	:	Business Instagram Page	:
Marketplace	: Others	Business Website	:
Business Related to Your Study	: Yes	Type Of Website	:
Field	:	Experience in International Export	: No