



اَوْنِبُوْ سِيْتِي تِيْكَوْ لُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING  
PRINCIPLES OF ENTREPRENEURSHIP  
ENT530  
TITLE: SOCIAL MEDIA  
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## ACKNOWLEDGMENT

First and foremost, I would like to express our gratitude to Almighty Allah for enabling us to complete this task which is social media.

Successfully completed of any type of assessment require helps from a number of person. I also sought help from different people for the preparation of this report. Now, there is a little effort to show my deep gratitude to those helpful persons.

We also convey our sincere gratitude to our lecturer on our PRINCIPLES OF ENTREPRENEURSHIP (ENT530) Madam Norliza vinti Saiful Bahry. Without her kind direction and proper guidance, this study would have been impossible to understand. In every phase of the project, her supervision and guidance shaped this report to be completed successfully.

Lastly, we would like to thank our colleague from BA2404B for being helpful and giving us a clear idea about this report.

## EXECUTIVE SUMMARY

GoDriver a Bumiputera owned Transportation Company specialising in the provision of professional and Corporate Organizations. The company was established in 2019. I choose this type of services business because I have experienced in doing this kind of services which being a driver for several big organization such as Radio Television Malaysia (RTM), royal of Saudi Arabia organization, Astro and others company. Furthermore, in this pandemic, I have become one of the drivers of grab car in Kuala Lumpur area. Therefore, indirectly I have been interested in developing a driving services company.

All over Malaysia, I have set the highest expectations for the transport sector. Our proud success and our durability derive from the transportation industry's comprehensive experience, combined with responsiveness to its changing requirements. Our professionals consistently strive for excellence, ensuring that our number one goal is the satisfaction of customer needs. With the dual vision of providing safe, cost-effective transportation, the company was founded to put together a group of committed professionals capable of handling the numerous industry requirements. In all transport ventures, we give customers a radically different approach, while ensuring that prices are held within customer standards. Our total solution approach puts the customer right at the centre of what we do, as we help them excel with our competent quality services in their business operations.

Social media is becoming a part of life today, especially in developing countries such as Malaysia. Social networking is now a vital part of everyday life, referring to the current situation, Social media helps us preserve that reputation by providing us opportunities to communicate directly with our customers as we have never before. That also means that we receive real consumer feedback directly from the source, more quickly than ever before, and it is a good way to gain audience by including my company in this forum.

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# Go Ecommerce Registration


## i) Personal Profile

Go-eCommerce BETA

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PERSONAL PROFILE BUSINESS PROFILE

  
Muhammad Raimi

**Personal Information**

Name	: Muhammad Raimi	Phone/Mobile	: 01121000908	<a href="#">Edit</a>
New Identity Card No.	: 980715565053	Home Address	: Taman Keramat	
Email Address	: rfn.raimi@gmail.com	District	: Gombak	
City	: Kuala Lumpur	Postcode	: 54200	
State	: WP Kuala Lumpur	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Male	Special Need	: No	
Marital Status	: Single	Required		

**Institution Information**

Hello there!  
My name is Abang Iz and I'm here to assist you.

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## ii) Business Profile


app.go-ecommerce.my/profile

Go-eCommerce BETA

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PERSONAL PROFILE BUSINESS PROFILE

  
Muhammad Raimi

**Business Profile**

Company Name	: GoDriver	Company Registration No.	:	<a href="#">Edit</a>
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
Facebook Page	: GoDriver	Business Category/Business Sub-Category	: Supplies & Services / Service	
Wechat for Business	:	Business Instagram Page	: https://www.facebook.com/MyKualaLumpurDailyDriver	
Marketplace	: Others	Business Website	:	
Business Related to	: Yes	Type Of Website	:	
Your Study Field	:	Experience in International Export	: Yes	

Hello there!  
My name is Abang Iz and I'm here to assist you.