



UNIVERSITI TEKNOLOGI MARA (KAMPUS PUNCAK ALAM)

CAWANGAN SELANGOR

SUBJECT:

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

INDIVIDUAL ASSIGNMENT

TOPIC:

SOCIAL MEDIA PORTFOLIO

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May God shower the above cited personalities with success and honour in their life.

EXECUTIVE SUMMARY

As the young entrepreneur, De 'Waners know that the business is leading to the sources of the products and services that can be supply to the others. Nowadays, the business activities is one of the major sources of income for someone to gain more profit by selling the products and services that can lead to the our country economic growths. There are more than 50% of the human activities to get income now is the business. These things was be influence by many factors that make the business activities in the world being increase.

Following the now situation, all people have starts to build their own business by produce the products and services to the customers. Start by the face to face business, now the people is in advance where they start build the business in the platform of online or social media such as Facebook, Instagram and others. This platform make all people being more conveniences to make a business transaction without need to waste their time to visit the specific place to purchase the products and services that they want.

Online business or internet business is a business method that allows a person to do business through the internet or ICT. The concept of internet business is actually almost identical to conventional business. Merchants still need products to sell and need customers to buy. The only difference is the transaction process which the transaction is conducted online. Buyers and sellers do not have to face each other and can be thousands of miles away.

There are two forms of internet business.

- 1) Services based business
- 2) Product based business

Rarely do internet business ceat and it is true . the percentage of fraud is small. Their products are marketed using the internet to the fullest. So, it is not impossible at all that one cannot make money on the internet by doing electronic business. Internet business and conventional business are the same concept. Both have pillars of buying and elling, seller and buyer and product. The term investing money shaking legs and then becoming rich is not in the internet business.

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INTRODUCTION OF BUSINESS

Name: De 'Wanders

Address of Business: Bandar Kota Bharu, 15300. Kota Bharu, Kelantan.

Mission

Expand the business with successful so that the products are known by all people with help the people to take care of their body healthy to be a fit and help people to lost their weight from being fat and obesity person.

Vision

Make the De 'Wanders by producing the quality health coffee products that can be owned by all sections of Malaysian society and provide business opportunities to generate income for companies and traders.

Description of Products



Double SS Cocoffee is the premixed green coffee and chocolate that are very tasty and delicious to drink for the whole family. It is specially prepared for coffee lovers and the choco flavour content that is rich in nutrients. It is suitable for making drinks of choice for the whole family to accompany your morning and evening time.