

UNIVERSITI TEKNOLOGI MARA

PUNCAK ALAM

PRINCIPLE OF ENTREPRENEURSHIP

(ENT530)

INDIVIDUAL ASSIGNMENT

(SOCIAL MEDIA)

PREPARED FOR:

HAJJAH ZANARIAH BINTI ZAINAL ABIDIN

PREPARED BY:

HASSUUNA BINTI MOHD DAUD (2016565117)

GROUP

NBH6B

V. Cate
15/12

ACKNOWLEDGEMENT

In preparation of my portfolio, I had to take the help and guidance of some respected persons, who deserve my deepest gratitude. As the completion of this assignment gave me much pleasure, I would like to show my gratitude Hajjah Zanariah Binti Zainal Abidin, my lecturer on Uitm Puncak Alam for giving me a good guidelines for assignment throughout numerous consultations. I would like to expand my gratitude to all those who have directly and indirectly guided me in writing this assignment. Many people, especially my classmates have made valuable comment suggestion on my portfolio which gave me an inspiration to improve the quality of this assignment.

EXECUTIVE SUMMARY

I am Hassuuna binti Mohd Daud, owner of "SweetsUna". Finance is a live blood of the business. Before thinking of expansion of business we must think about financial resources. Customer are heart of our business so customer satisfaction and delightful is important. My business plan includes marketing plan, financial plan and different strategy to be use.

OBJECTIVES:

- Customer satisfaction and customer delight
- Net and clean environment
- Great, friendly services
- To maintain good customer relationship
- Sales of RM2,500 or more in a year

TABLE OF CONTENT

NO.	TITLE	PAGE
1.	Business Registration	4
2.	Name and Address	5
3.	Organization Chart	6
4.	Mission and Vision	6
5.	Description of Product	7 - 8
6.	Price list	9
7.	Facebook (FB) Page	10
8.	Facebook Post - Teaser	11 - 12
9.	Facebook Post – Copywriting Soft Sell	12 - 13
10.	Facebook Post – Copywriting Hard Sell	14 - 15
11	Frequency of Posting	15
12	Sales Report	15
13	Customer's Feedback	16 - 17
14	Conclusion	18

BUSINESS REGISTRATION (SSM)

 SIRIHAN SYARIKAT MALAYSIA COMPANIES COMMISSION OF MALAYSIA				
BUKANG & AKTA SYARIKAT 1997		[Sebelum 1997]		
No. Syarikat - MyCID:				
<table border="1"><tr><td>1111111</td><td>1</td></tr></table>			1111111	1
1111111	1			
PERAKUAN PEMERBADANAN SYARIKAT SENDIRIAN				
Dengan ini diperakui bahawa				
ASE ACADEMIA EDU NISAL BHD.				
adalah dipendaftaran di bawah Akta Syarikat 1997 pada dan setelah dari 08/08/2015 ini, dan bahawa syarikat ini adalah sebuah syarikat berhad memerka syer dan bahawa syarikat ini adalah sebuah syarikat sendiri.				
Dibuat di bawah tandatangan dan cap rasmi saya di Kuala Lumpur pada 08/08/2015 ini.				
		 ZATERAH ABD WAJIB FENNER PENDAFTAR SYARIKAT MALAYSIA		
<small>Carik. Maklumat dan Bilangan 1. Suku 10/08/2015 14:00:00 P11</small>				