

# PRINCIPLES OF ENTREPRENEURSHIP ENT530

## **SOCIAL MEDIA PORTFOLIO**

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#### ACKNOWLEDGEMENT

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First of foremost, I would like to express my appreciation to our Principles of Entrepreneurship ENT530's lecturer, Madam Zanariah Binti Zainal Abidin for her non stop guidance to make sure this portfolio taking places. Also to my classmate Zuhaina and Wafaa that indirectly helps me towards finishing my assignments. Not to forget to my family that continuously giving supports, ideas and thank you for always having faith on me. Last but not least, I hope that my friends and I can pass ENT530 subject with flying colours.

#### EXECUTIVE SUMMARY

Minyak On The Go is a business based at Cyberjaya that provides services to customer's cars or motorcycles that stranded by the highway or any road. We charged RM0.40 for every km from our base to customer's location. Minyak On The Go has just established in 2018 and the idea to run this business came up after few times seeing cars stranded by the highway because their car had run out of fuel. The services offers by Minyak On The Go has received quite warm welcome from the customers since they might sometimes forget or get too busy to fuel up their petrol. Thus, the services offered by Minyak On The Go are quite convenience since they do not have to waste time stranded by the highway for too long and can continue their journey happily.

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#### 1.0 SURUHANJAYA SYARIKAT MALAYSIA (SSM) BUSINESS REGISTRATION

