



اُنِيُوَرَسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka  
Kampus Bandaraya Melaka



# TUDUNG SOUK BCF

**Name:** Norhidayah binti Nor Azlan

**Matric Number:** 2019207984

**Group:** BA243 4A

**Lecturer:** Madam Noorain binti Mohd Nordin



# EXECUTIVE SUMMARY

In this Entrepreneurship subject, we focus on nurturing a basic appreciation for entrepreneurship from the perspective of the individual entrepreneur. Emphasis is on the entrepreneurial mindset and decision process the individual encounters as he pursues entrepreneurial opportunities, creates new ventures and deals with business management issues. Nowadays, social media is a platform used by all people in the world to be connected with everyone. It has so many benefits when we use it properly. Besides, people also use it, especially Facebook, for online shopping. Many sellers use Facebook as it is easy for them to handle and get many customers from its followers. It is easy for the customers to deal with the seller in terms of many things. It takes time to explore the use of social media to get the advantages as a seller or as a customer.

In this subject, we are required to properly plan on posting the teaser, hard sell, and soft sell on our Facebook page timeline. As an owner of the Tudung Souk BCF Facebook page, I have learned how to market my products on Facebook and engage with my customers. It is because Facebook was among the best platforms for an online seller. I also have learned how I can attract customers on social media.

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## SNAPSHOTS:



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Hidayah Azlan



Seroja Irdina




57

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# GO E-COMMERCE REGISTRATION

PERSONAL PROFILE BUSINESS PROFILE



**Norhidayah binti Nor Azlan**

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**Personal Information** Edit

Name	: Norhidayah binti Nor Azlan	Phone/Mobile	: 0136539379
New Identity Card No.	: 990116055800	Home Address	: No 1017A Kuarters Guru SK Felda Pasoh 3
Email Address	: bcf.yaya@gmail.com	District	: Jempol
City	: Batu Kikir	Postcode	: 72200
State	: Negeri Sembilan	Personal Instagram	: null
Personal Facebook	: https://www.facebook.com/hidayazlan16/	Race	: Malay
Gender	: Female	Special Need Required	: No
Marital Status	: Single		

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**Institution Information** Add New

UITM Melaka Kampus Bandaraya Melaka - ENT530

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Melaka	Name of Institution	: UiTM Melaka Kampus Bandaraya Melaka
Address of Institution	: UiTM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	: Bandaraya Melaka
District of Institution	: Melaka Tengah	Postcode	: 75300
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: ENT530	Class Name	: M1BA2434A
Subject Name	: ENT530	Year Enrolling the subject	: 2021
Month Enrolling the Subject	: 3	Lecturer Name	: Noorain Mohd Nordin
Internship Enrollment	: No	Year Of Internship Enrollment	: 0
Month of Internship Enrollment	: -	Period of Internship Training	: 8
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 8
Related To Study Field	: Yes		

Edit Delete

PERSONAL PROFILE BUSINESS PROFILE



**Norhidayah binti Nor Azlan**

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Company Name	: Tudung Souk BCF	Company Registration No.	: <span style="float: right;">Edit</span>
Type Of Business	: Enterprise	Business Role	: Dropshipper
Facebook Page	: https://www.facebook.com/soukbcf.byhidayah	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Fashion & Lifestyle
Wechat for Business	:	Business Instagram Page	:
Marketplace	:	Business Website	:
Business Related to Your Study Field	: Yes	Type Of Website	:
		Experience in International Export	: No

# CERTIFICATION OF GO E-COMMERCE



## *Certificate of Completion*

This acknowledges that

Norhidayah binti Nor Azlan (990116055800)

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has successfully completed

**eUsahawan Course**  
**Level 1 – Go Digital**

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This is a digital-generated certificate. No signature is required.