



اَبُو سَبِيحِي بِنْتِي كُوْلُو كِيْن مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**MUU'S DE  
KITCHEN**

COOK FROM HEART



**ASSORTED  
CHOICES OF  
VIETNAMESE  
ROLLS**

**MUU'S DE KITCHEN**

**ENT530: SOCIAL MEDIA REPORT**

**NAME: UMMU SOBIRAH BINTI MOHD ROSLI**

**CLASS: BA243 4B**

**MATRIX NO: 2019872212**

**LECTURER: MADAM NOORAIN BINTI MOHD NORDIN**

# EXECUTIVE SUMMARY

Muu's De Kitchen is a food business collaboration between Ummu Sobirah and her sister Ummu Radhiyyah and have register the business under go-ecommerce. The business is conducted at residential area in No 19 Jalan EH 35 Taman Evergreen Height, 83000 Batu Pahat, Johor. Muu's De Kitchen can be known as a local online business that sell assorted of Vietnamese Rolls and as our target to open our own restaurant that sell a healthy food and others.

My business has 3 members which have their positions as manager, assistant, and runner for delivery. My main target audience are healthy food lover such as teenager, family and a group of people who are on diet and food hunter. I and my sister provide self-pickup, and cash on delivery. I believe that my online business will be growth and more successful with supported by our beloved customer.

My business is focusing on product as well as creating values with the customers. I am strongly seeing the opportunities to success in this food and beverages business because the product itself have their own unique taste, freshness and varieties can satisfied people demand in the market. Vietnamese rolls is the food that can eat at any time and anywhere. It is good for healthy food lover and acceptable to all age, gender and status. The price is affordable and from Muslim Halal product. It convince me if I and my sister work harder, our business will have a good place in the market and can achieve higher profit in the future.



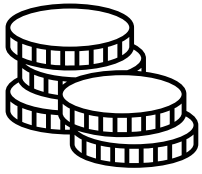
UMMU SOBIRAH MOHD ROSLI  
MANAGER

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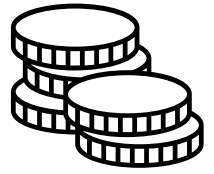
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Price list	5
Facebook page	6
Teaser	7-14
Hard sell	15-29
Soft sell	30-43
Frequency of posting	44-49
Conclusion	50



# GO-ECOMMERCE



# REGISTRATION



Busta Rhymes - Touch It (TikTok) x (1) Muu's De Kitchen | Facebook x eUsahawan App x +

app.go-ecommerce.my/profile

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

## PERSONAL PROFILE

## BUSINESS PROFILE



Ummu Sobirah Binti Mohd Rosli

Company Name : Muu's De Kitchen  
Type Of Business : Enterprise  
Facebook Page : Muu's De Kitchen  
Wechat for Business :  
Marketplace : None  
Business Related to Your Study Field : Yes

Company Registration No. :  
Business Role : Product Owner  
Business Category/Business Sub-Category : Food & Beverages / Food & Beverages  
Business Instagram Page :  
Business Website : <https://www.facebook.com/Muus-De-Kitchen-101867502069961>  
Type Of Website : eCommerce Platform  
Experience in International Export : No

Edit

Available Contest

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Company Name

Muu's De Kitchen

Year

2021

Month

April

View

Monthly Sales

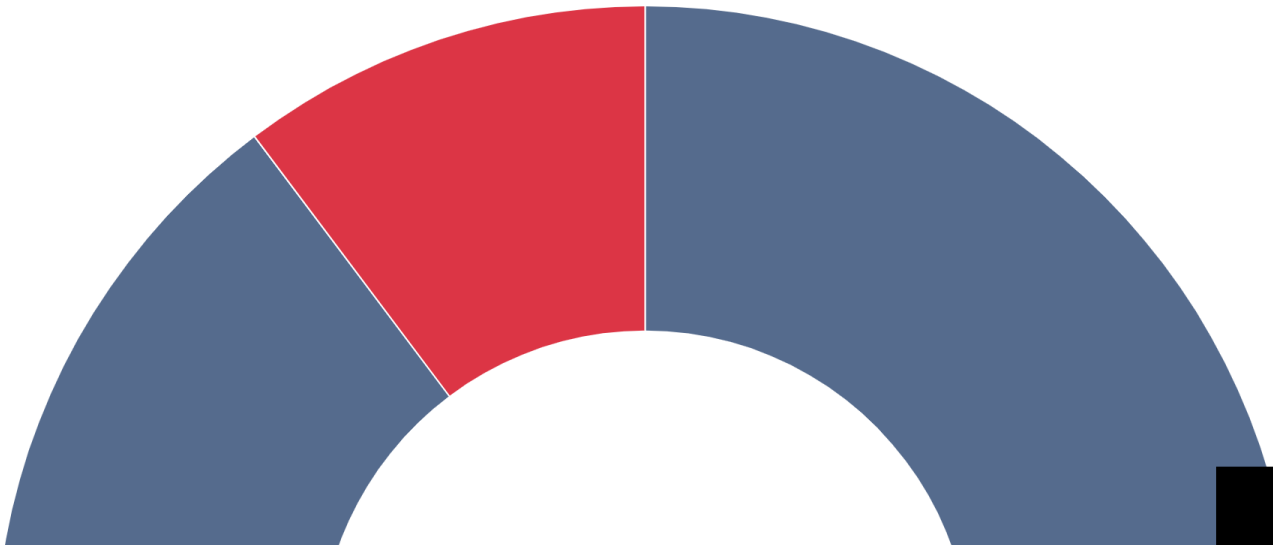
RM350.00

Monthly Expenses

RM40.00

Monthly Performance

Total Sales Total Expenses



# GO-ECOMMERCE CERTIFICATION



## *Certificate of Completion*

This acknowledges that

Ummu Sobirah Binti Mohd Rosli (970116235096)

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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.