



اَوْنِيُوْ رَسِيْتِي بَاتِي كُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



NAME OF COMPANY: THE MINIECHICKEN

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME:

FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS
ADMINISTRATION (HONS) HUMAN RESOURCE MANAGEMENT

SEMESTER: 4

PROJECT TITLE: SOCIAL MEDIA PORTFOLIO

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CLASS: BA243 4X

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SUBMISSION DATE: 06/07/2021

ACKNOWLEDGMENT

First and foremost, I would like to thank to Allah SWT the most Merciful and Gracious, for giving me the blessing of being able to complete this report given by my Lecturer as my individual assignment for Principles of Entrepreneurship (Ent530).

Next, I would also like to thank Universiti Teknologi Mara (UiTM) Puncak Alam Campus, Selangor for providing me with the opportunity to work on this assignment.

In addition, I would like to express my sincere gratitude to my beloved Principles of Entrepreneurship lecturer, Puan Rahayu binti Hasanordin for giving me the opportunity to carry out this individual assignment. Puan Rahayu also gave a good and instruction and guide me and my other classmates in order to make sure we are on track.

Besides that, I would like to express my appreciation to my family members who always support me and help me whenever I need it. They give me time and space in order to make sure I am able to stay focus in completing my assignment.

Last but not least, one of my backbone which is my close friends and also my fellow classmates who always support each other. They always help each other and help to guide me and anyone who need to be guide. They also always share any information that is important regarding this assignment which actually helps a lot in order to make sure we can complete this assignment properly.

EXECUTIVE SUMMARY

This report is about a social media portfolio for a simulated business under course of Principles of Entrepreneurship (ENT530) which is a course under the Faculty of Business Administration and Management. The business name is The Miniechicken owned by Alia Yasmin binti Anuar.

A business named The Miniechicken owned by Alia Yasmin binti Anuar is a food business. This business sells Korean chicken with their special recipe of sauce that can make people want more of Miniechicken. The sauce is hot and spicy and it is homemade by using our secret recipe which make it more special and unique.

In this report, it contains the information of the business such as the mission and vision of the company, what is the main product or services provided by this business, the prices and many more which explain more about this business

Other than that, this report includes the creation of a Facebook page for this business with over 100 likes. It will include all those posting regarding the business that we made in our Facebook page name The Miniechicken. The postings include the teasers of the product, the soft sells and also the hard sells in order to attract customers. The theme color for our Facebook page are black, red and white to describe the spiciness of The Miniechicken

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INTRODUCTION OF BUSINESS

- NAME AND ADDRESS OF BUSINESS



The name of my business is The Miniechicken. The Miniechicken is located at Cukai, Kemaman Terengganu. The full address of The Miniechicken is 5097 Kediaman Harmoni Jalan Dato 1 24000 Kemaman Terengganu