



اُنْبُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO

FACULTY: BA-FACULTY OF BUSINESS MANAGEMENT

**PROGRAMME: BA246-BACHELOR OF BUSINESS ADMINISTRATION HONS.
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GROUP: ENT530S

STUDENT'S NAME: FARZANA BINTI SHAMSUDIN

STUDENT ID: 2019819782

LECTURER'S NAME: PN. NADEAA SARAH

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EXECUTIVE SUMMARY

The purpose of this assignment is to introduce my business, CHICKENBAE by using the platform, Facebook. The business page was created in April 2021 and the product is sell solely on Facebook. It is conducted in manner to meet the requirements needed for the assignments which include posting seven teaser post, sixteen softsell posts, and sixteen hardsell posts. The business page was conducted until 25 June 2021. The business CHICKENBAE is a business that only sell one product which is Spicy Korean Fried Chicken in wings and drumsticks. The product is categorized into three sets which are SET SARANG, SET DAEBAK, and SET CHINGU. The names of the set are inspired by korean words for love, awesome, and friend. Each set are priced RM 13, Rm 24, and RM 45, respectively. It can be concluded that this assignment creates meaningful experience that can be beneficial in future for an international business student.

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Name and Address of Business

The name of the business is CHICKENBAE. The phrase BAE means before anything else, thus align with the business slogan, Chicken, Before Anything Else. CHICKENBAE is an online store that is homebased in Ipoh, Perak. We offer only takeaway and delivery with the service of delivery riders that cover throughout Ipoh and the neighbouring areas with delivery charges made to customers.

Organizational Chart

