



اَوْنِيُوْ رَسِيْمِي تِي كُوْلُو كِي مَارَا
UNIVERSITI
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**FACULTY OF INFORMATION MANAGEMENT
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KAMPUS PUNCAK PERDANA
SHAH ALAM**

**BACHELOR OF INFORMATION SCIENCE (HONS.)
INFORMATION CONTENT MANAGEMENT
(IM249)**

SESSION: MARCH – JULY 2021

SUBJECT:

ENT 530 – PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO:

ANIMAKEEZZY

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GROUP: ENT530_1

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ACKNOWLEDGEMENT

Alhamdulillah, first of all I am thankful to Allah S.W.T as finally I was able to finish the Individual Assignment that have been given by our lecturer, Madam Nadiah Maisarah Binti Abdul Ghani for subject ENT 530 – Principles of Entrepreneurship. The first individual assignment was a Social Media Port Folio which required me to create a Facebook page for my business. The purpose of the Facebook page are to introduce my business and promotes it effectively. Fortunately, all the difficulties were able to be solved in a good way and did not affect the progress of the assignment.

Besides, I would like to express my gratitude to Madam Nadiah Maisarah Binti Abdul Ghani for his guidance and clear explanation on how to do and complete this assignment. From the start until the end of the assignment submission date, Madam Nadiah Maisarah always assist and provide us with a lots of example and references on how to do the assignment. Without her proper guidance, I might still facing a lot of problem and go through a hard time because this assignment is actually will become a hard one if there is no clear or good understanding on what is an Social Media Port Folio. So, I really appreciate the determination by our lecturer that guide us until we successfully complete it according to the rubrics.

Also, I also would like to express my appreciation to those who have been supporting and help in fulfil the requirement to pass for this assignment. They are the one that have liked and share my Facebook page which helps me in gaining as much as possible for the number of likes of my business page. Without their help, it might not exceed the requirement needed and it surely will affect the marks given. Their helps really means a lot to me.

EXECUTIVE SUMMARY

AniMake Ezzy is a new business that provide a service of online animation courses. The main focus and objectives of establishment of AniMake Ezzy is to make sure that anyone who has a dream to learn animation becomes a reality.

We realized that the animation course seems can only be learn by people who has a good background and have a proper education. The people that does not have a good financial did not have a chance to register on the animation course because it is usually quite expensive and challenging. Because of that, we are trying to find an alternatives on how to provide an education to everyone that has the intention and determination to learn animation seriously without facing any issues regarding the fees registration.

Because of that, AniMake Ezzy have come out with a solution to provide the best training but at the same time offering an affordable prices. We choose to use PowerPoint application software as a platform to create the animation. This application is chosen based on its familiarity and easy to use by most people.

We also offer an adjustable timetable where student can choose between the two session that we from Monday to Friday and extra one session on Saturday and Sunday. Only 1 session are needed to be attend for each week which is about 2.5 hours. It means that students can choose the time they are available to attend the classes.

Since the start of our first online course intake, we have receive many application for the registration. It is a good sign where are business are on the right track and people are starting to notice the existence of our business. In the future, we are aiming to receive more registration and produce high quality students that are expert in animation.

2.0 Introduction of business

2.1 Name and Address of Business

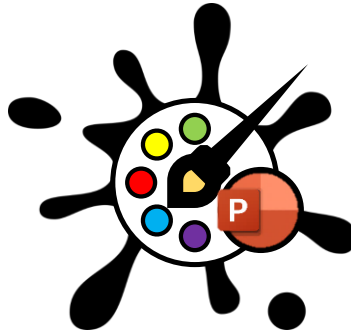


Figure 2: AniMake Ezzy business logo

Name of Business Company	AniMake Ezzy
Address of Business	https://www.facebook.com/animakeezzy/
Telephone Number	017-3797606
Type of Business	Sdn. Bhd.
Business Category	Supplies & Service/Education
Date of Registration	20.5.2021
Social Media Page	animakeezzy

Table 1: Description of AniMake Ezzy business