



**UNIVERSITI TEKNOLOGI MARA PUNCAK PERDANA
FACULTY OF INFORMATION MANAGEMENT (IM110)
BACHELOR OF INFORMATION SCIENCE (HONS.) INFORMATION SYSTEM
MANAGEMENT (IM245)
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

TITLE:

SOCIAL MEDIA PORTFOLIO (40%)
PRODUCT NAME: PO-TATOESUE

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GROUP:

ENT530-1

SUBMISSION DATE:

25th JUNE 2021

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ACKNOWLEDGEMENT

First and foremost, I want to thank God because of His blessing that I can carry out this individual assignment which is Portfolio. Finally, with mixed emotions and much excitement, I had done this job. I am encouraged to see my research and plans as well as my hopes.

Therefore, I would like to acknowledge with thanks, the individual who had guided me in making this assessment which is my kindness lecturer, Madam Nadiah Maisarah Binti Abdul Ghani. She had directed me to do this assessment. This assessment is not ideal without her. My lecturer provides me with exceptionally good encouragement and competent guidance to accomplish this mission on time.

Finally, I also want to thank my beloved classmates and other people that they have helped me to create this mission, and have inspired me to collaborate openly and complete this assessment. Hopefully every effort in this mission has been of great advantage to me. I am glad that my classmates really supportive and well corporate with each other. Without the efforts and support from people, this plan will not be accomplished and so much happiness the full fulfilment of this task.

EXECUTIVE SUMMARY

The business name is Cavillea Enterprise. Cavillea Enterprise is a distributed food industry. Cavillea Enterprise sells food products over the internet. Cavillea Enterprise is managed and owned by Sonnia Sedang anak Madang. The address of Cavillea Enterprise is No 02-33, Blok 27, Taman Cempaka, Tampoi, 81200, Johor Bahru, Johor. The main product of Cavillea Enterprise is Po-tatoeseu which is snack food. Our social media is active on Facebook which is named @Po-tatoeseu. The Po-tatoeseu has many customers because this food product is healthy for a balanced diet. Customers who are interested with Po-tatoeseu can buy our product through services that we provide such as cash on delivery (COD) for customers nearby us. So, our customers could enjoy the Po-tatoeseu during their free time and with their family.

2.0 Introduction of Business

2.1 Name and Address of Business

COMPANY BACKGROUND



Figure 2.1.0 The logo of Cavillea Enterprise.

1. Name of Company	Cavillea Enterprise
2. Address of Business	No 02-33, Blok 27, Taman Cempaka, Tampoi, 81200, Johor Bahru, Johor.
3. Correspondence Address	sonniamadang09@gmail.com
4. Telephone Number	014-2736652
5. Form of Business	Sole Proprietorship
6. Industry	Food
7. Date of Commencement	Mac 2021
8. Date of Registration	Mac 2021
9. Social Media Page	https://www.facebook.com/CAVILLEAENTERPRISE