



اَوْبُوْ سَيِّتِيْ تَيْكُونُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME: FACULTY OF BUSINESS

MANAGEMENT, BACHELOR IN

OFFICE SYSTEM MANAGEMENT (HONS.)

SEMESTER : 3

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO OF BITES BY DIBA

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LECTURER : DR. SYUKRINA ALINI MAT ALI

ACKNOWLEDGEMENT

In the name of Allah, most Gracious most Compassionate. Thank you to Allah because give me the strength to submit this report at the time given. To complete this assignment, Social Media Portfolio in Principles of Entrepreneurship (ENT530), I have received a lot of guidance from my lecturer and friends.

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EXECUTIVE SUMMARY

Bites by Diba was founded by Nurfarahdiba Binti Nordin. The business is focus on dessert and cookies. Bites by Diba is a bakery that specialises in tasty cookies. Bites by Diba was founded in Mac 2021 with the aim of pouring happiness into every bite for our beloved customer. We believe that using high-quality ingredients will result in a premium product at an affordable price.

Since the COVID-19 epidemic, we've used Facebook as our primary platform for potential consumers and advertising our products. Bites by Diba uses Facebook to promote our products and communicate with our followers. Not only that, but we also held promotions for our loyal consumers on important occasions such as Hari Raya Aidilfitri, Chinese New Year, and Mother's Day. Apart from that, we also share information on daily basis to our follower such as the benefit in chocolate, types of flour etc.

Chocolate Chip Cookies are the main product of Bites by Diba, which are baked in-house. To ensure that our cookies are of the highest quality, we exclusively utilise high-grade ingredients. All of our ingredients are organic and low in calories, ensuring that our cookies are accessible to people of all ages. Our cookies are unique in that they are extremely crunchy and include a large amount of chunky chocolate. We went all out and used a lot of chocolate to ensure that every bite had chocolate.

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2.0 INTRODUCTION TO THE BUSINESS

2.1 Business Information



Name of Business	Bites by Diba
Business Address	No. 125, Jalan SP 2/3, Taman Sri Pristana, Saujana Utama, 47000 Sungai Buloh, Selangor
Facebook	Bites by Diba
Telephone Number	019-6611592

2.2 Organization Chart

