



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

**FACULTY OF FILM, THEATRE AND ANIMATION
(FiTA)
UNIVERSITI TEKNOLOGI MARA (UiTM)**

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TITLE OF ASSIGNMENT:

SOCIAL MEDIA BUSINESS

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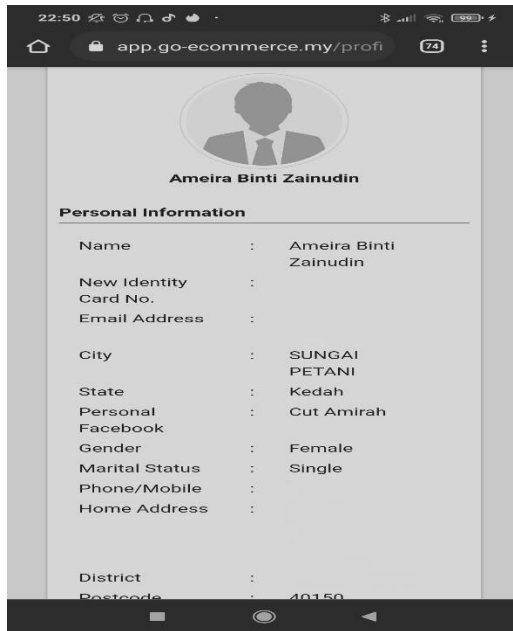
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ECOMERCCE



Acknowledgment ✓

Firstly ,I would like to express my outmost gratitude to Allah S.W.T as I managed to complete my social media portfolio report with successfully by His guidance and blessings. Then, I would like to express my thankfulness to University Technology Mara (UiTM) Campus Puncak Perdana, Selangor for giving me the opportunity to conduct this project assignment. Next, I would like to express my heartfelt thanks to Madam Nur Huda Bt Haji Nizar, our Principle of Entrepreneurship (ENT530) lecturer for giving us this opportunity to carry out this project assignment as well as giving continuous great support and guidance to me for the whole semester of my project. Moreover, my deepest gratitude to my family who tried their best to give their support by giving me a lot of encouragement and provide the financial for use to pay all the cost required from the beginning until the end of my project assignment. Not to forgotten to all my friends who had supported and shared knowledge to me through this whole semester. Lastly, I would also like to thank you to everyone who had involved and contributed directly or indirectly in my assignment project as they have been shown their effort and initiative until I am able to complete this social portfolio report successfully.

I would like to thank Puan Nur Huda for giving me guidance on this subject so that I can follow every step to start a business properly.I would also like to thank my family members and colleagues for helping me a lot and giving me guidance and support to start my business.to start this business, there were many challenges I faced in terms of capital, the site of the business as well as how to manage it. However, with the encouragement and support from my family, friends and lecturer Madam Huda. I can handle my laksa business very well.

EXECUTIVE SUMMARY



LAKSarian's is a trademark for our Laksa 1MALAYSIA. The main objective that is to achieve for the business is to offer variety of Laksa Noodles from our country to our customer with affordable price and luxurious taste of Laksa. Our business was started on fifth of April in 2021. According to the customer review, our product gave a fantastic taste because the tangy of the Laksa 1MALAYSIA make our customer remembered the taste. This product is also liked by many due to the cheap and affordable price. Hence, this product provides a good insight for the continuation of sale to our customers. Since early of its opening, Laksa 1MALAYSIA by LAKSarian's was sold more than more than 80 packages for with different flavour of Laksa. Increasing demands for our product results into a good profitable sale revenue to our business project. Therefore, Laksa 1MALAYSIA by LAKSarian's is a good marketable product of choice that can be further expanded to many different areas as the business keeps on growing.

INTRODUCTION

BACKGROUND OF BUSSINESS ✓

This business was founded by myself where I am a fan of laksa from various states in Malaysia where there are many differences in concepts, flavors and traditions.

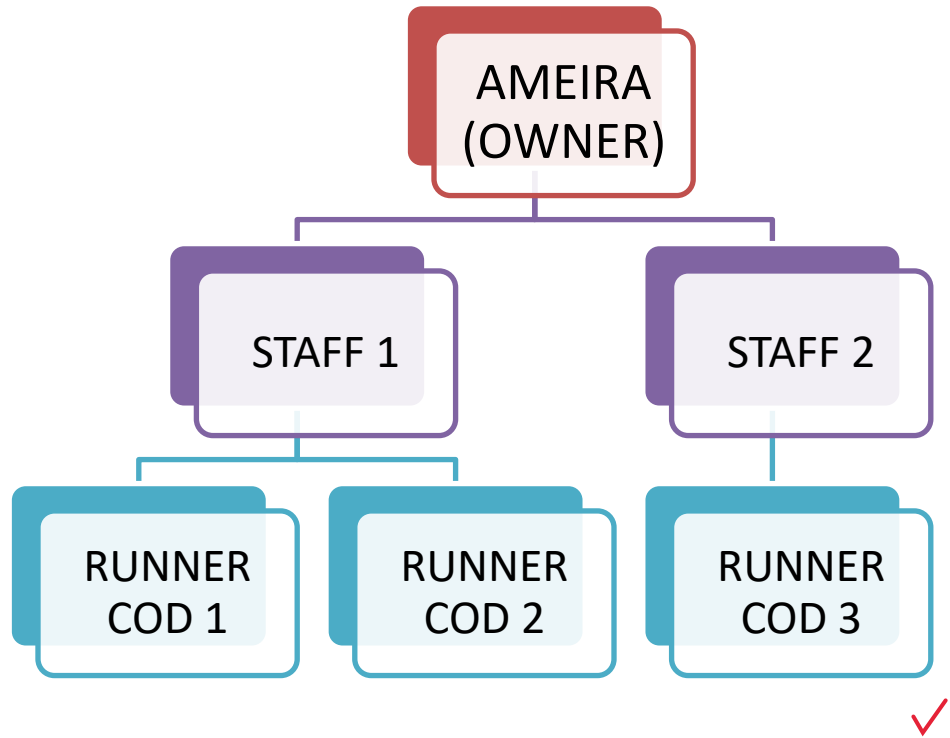
Therefore, the result is Laksa 1MALAYSIA which is a laksa from various states in Malaysia that has uniqueness, traditions and recipes that are different and distinctive.

So I decided to start a laksa business with home -made recipes from recipes taken. I started this business on April 23, 2021 starting from home and making door to door delivery or Charge Of Delivery (COD) due to the difficulty of finding a business site on this Covid-19 pandemic due to the Movement Control Order (MCO) implemented by the government.



LOGO LAKSA 1MALAYSIA

ORGANITATION CHART



MISSION & VISSION ✓

My mission in running this business is to introduce the tradition of laksa that comes from various states where it is rare in this area or district to run. Most of them only focus on one type of laksa tradition, namely Laksa Utara.

My achievement for this business is when customers are satisfied with the product I produce which is laksa from various states in Malaysia, especially to those who could not return to their home state due to the Covid 19 pandemic who miss laksa cuisine in their hometowns- respectively.

DESCRIPTION PRODUCT ✓



PRICE LIST ✓

ITEMS	PRICE
 <p>LAKSA KEDAH BIASA</p>	RM4.00
 <p>LAKSA KEDAH KUAH LEMAK</p>	RM5.00
 <p>LAKSA IKAN SEKOQ</p>	RM5.50



LAKSA PINANG

RM4.00



LAKSA PERLIS

RM4.00



LAKSA JOHOR

RM 5.00



LAKSA MELAKA

RM5.00



LAKSA SABAH

RM6.00



LAKSA SARAWAK

RM6.00



LAKSA SARANG

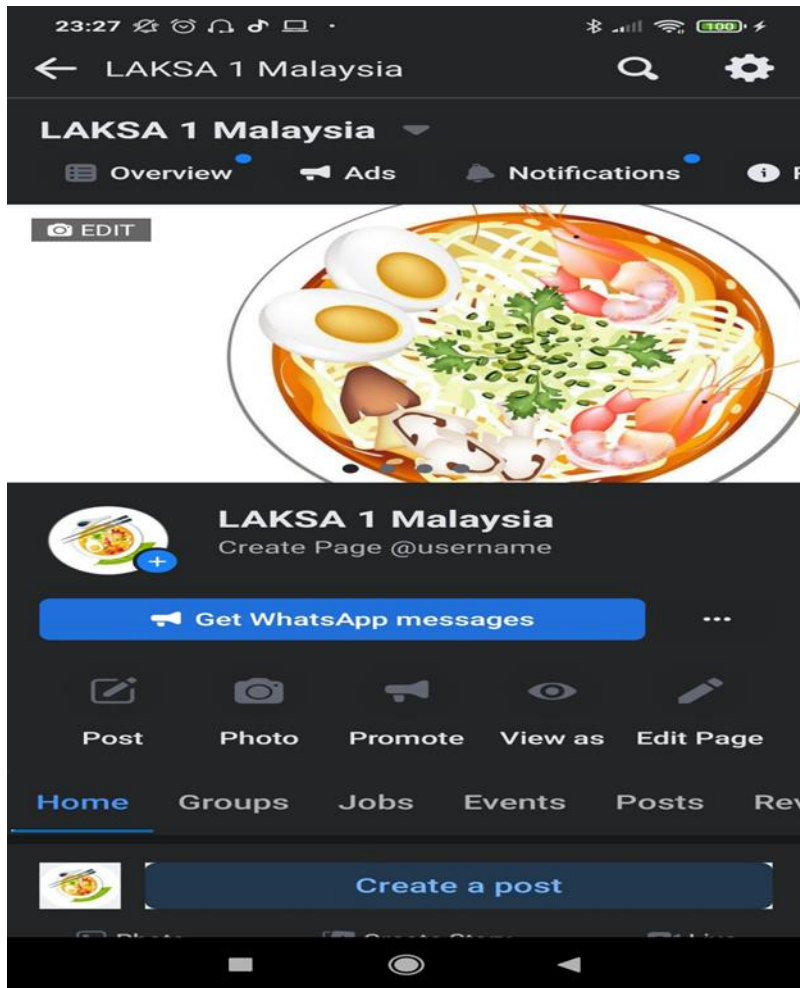
RM5.00



ASAM LAKSA

RM5.00

FACEBOOK PAGE ✓



<https://www.facebook.com/LAKSA-1-Malaysia> ✓

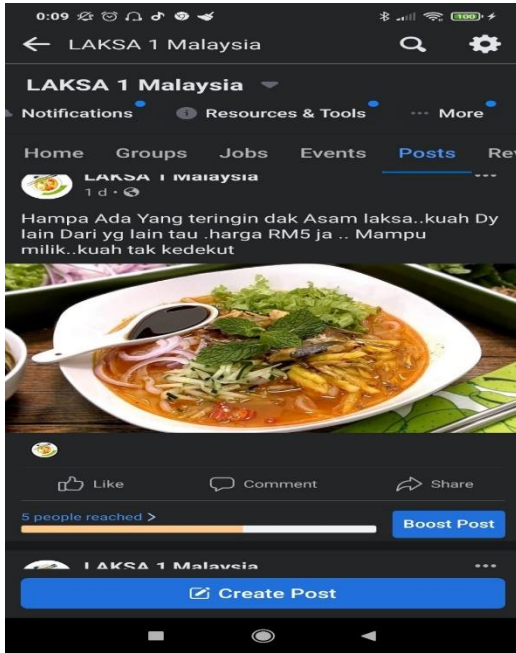
SOFT SELL ✓

EXAMPLE :



HARD SELL ✓

EXAMPLE :



GRAPHIC ✓



CONCLUSION



In the conclusion, I experienced and learnt a lot of things by finishing this Social Media Portfolio. I honestly love the experience I have been through in the processes. I learnt how to handle online business in social media and be able to gain the profit for my company. As we know, if we have knowledge about online business we can get more advantages in online marketing since nowadays we people tend to go online shopping rather than go for physical shopping. This is because, it is way much better and easier for the customer. I really hope that my business will be continue and going to thrive in the market because I need to achieve my goals and vision to be one of the famous laksa brands in Malaysian's food market. I will give my best and my best efforts in order to maintain the quality and price of my product to satisfy the customer needs and wants though to keep the customer loyal to my brand. Moreover, I hope that with the achievement that I will achieve in the future will help the unemployment rates decrease by offer them to work with my company. Lastly, nowadays social media is the best platform to engage with the customer and it helps to flowery our business in this era. In this Social Media Portfolio assignment, I learnt how to handle my own business in real life, how to grab online user attention, how to promote my business, how to communicate with the customers. I have seen a lot of business tools features in Facebook which I think it is very helpful to handle the online business. As an entrepreneur I acknowledge the benefits of online businesses for today marketing and I also gained some profits while handle this assignment. Last but not least, I wish my laksa business will get more attention after this.



