



اَبُو سَيْدِي تِكْمُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

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

COURSE CODE / NAME:

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

LECTURER:

MADAM NURHUDA HAJI NIZAR

TITLE OF ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO

NAME:

MOHD EZAIDI BIN WAHAP

STUDENT ID:

2019805442

PROGRAM / GROUP:

FF237

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Assalamualaikum W.B.T.

First of all, I would like to express my equal gratitude to Allah S.W.T for giving me health and strength in completing this given assignment. I would also like to express my sincere thanks to my lecturers and colleagues who also helped and shared knowledge throughout the completion of this assignment.

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Thank You.

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EXECUTIVE SUMMARY ✓

This business is a family business. The business run by five people who hold positions as owner/cooks, admin/manager, cooks 2, packers and food deliverymen. Karipap Frozen Zurainah is located at No.006 Kampung Dandulit, Rancangan Sungai Manila, Batu 12, Sandakan, Sabah. This company began operations in June 2021.

This business concept is based on frozen food. Frozen food provided there is only one type of curry puff but the curry puff has many other fillings, it is not only potatoes but there are fillings such as chicken and meat. As we know, nowadays everyone is busy with work and needs food that is easy to get and eat right away, so we prepare this frozen curry because it is easy to cook and can be used in a long time.

The target market is workers, older people and mini market who are around the area. From the observation, in the area there are very many people which makes the place the most strategic place for us to conduct our business.

The food we provide is edible by everyone no matter from adults to children, and our food is also guaranteed halal because we only use halal-based ingredients. Nevertheless, our food and products can be eaten by everyone regardless of whether they are Indians, Chinese, Malays and others.

Furthermore, we provide social sites such as Facebook and Instagram that make our food and products easy to identify and convenient to be obtained.

1.0 GO-ECOMMERCE REGISTRATION (PRINT SCREEN)



The screenshot shows the 'PERSONAL PROFILE' page of the Go-eCommerce application. The user's name is MOHD EZAIDI BIN WAHAP. The page is divided into sections for Personal Information, Institution Information, and eCertificates.

Personal Information			
Name	: MOHD EZAIDI BIN WAHAP	Phone/Mobile	:
New Identity Card No.	:	Home Address	:
Email Address	:		
City	:	District	:
State	:	Postcode	: 90000
Personal Facebook	: MOHD EZAIDI	Personal Instagram	: m.ezaidi
Gender	: Male	Race	: Bumiputra Sabah
Marital Status	: Single	Special Need Required	: No

Institution Information

eCertificates

Click here to download Programme eCertificate now

This is only available for users who:

- Have completed all 7 eUsahawan chapters on Malaysia Digital Academy before end of 2018
- Have completed a digital entrepreneurship course at a partnering tertiary institution

The screenshot shows the 'BUSINESS PROFILE' page of the Go-eCommerce application. The user's name is MOHD EZAIDI BIN WAHAP. The page displays business details such as Company Name, Type Of Business, Facebook Page, and Business Registration No.

Business Profile			
Company Name	: KARIPAP Frozen Zuralnah	Company Registration No.	:
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner
Facebook Page	: https://fb.watch/v/1bmAtqBNy/	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages
Wechat for Business	:	Business Instagram Page	:
Marketplace	: Others	Business Website	:
Business Related to Your Study Field	: Yes	Type Of Website	:
		Experience in International Export	: No

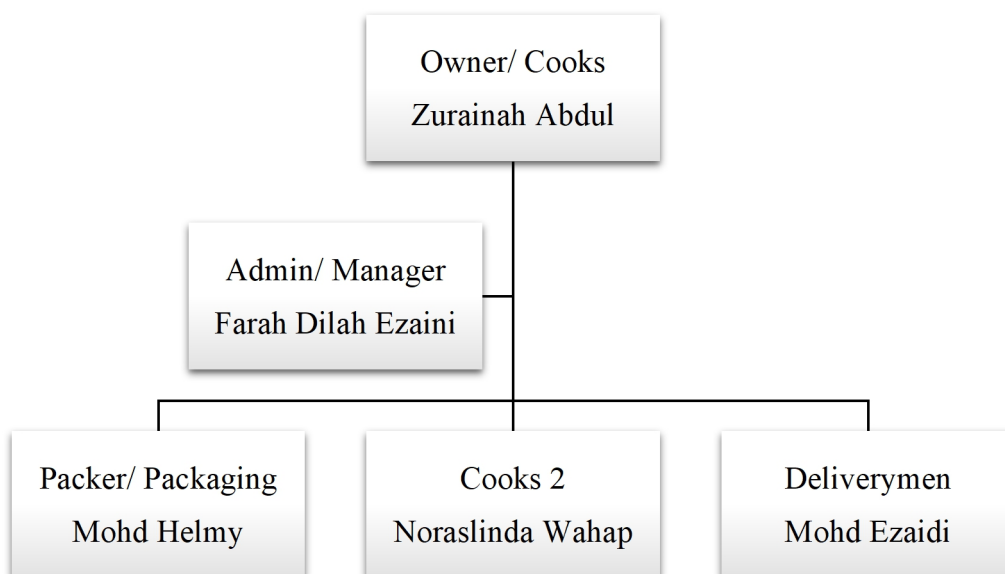
Available Contest

2.0 INTRODUCTION OF BUSINESS



This business name as Karipap Frozen Zurainah which supplies frozen curry puff to the area around Batu 12, Sandakan Sabah. This business is located in the area of

2.1 Organization Chart



2.2 Mission and Vision ✓

The mission and vision of this business is to find opportunities to move forward. Next, is to further expand this business to a higher level. moreover, aiming to be a business that can be practiced and grown both online and physically.

The objective of this business is to attract customers from the employees as well as the elderly around the village and the Batu 12 Sandakan area. In this case, the business focuses on communities that need fast food and that are convenient. Therefore, Karipap Frozen Zurainah provides a snack, namely frozen curry.

Next, Karipap Frozen Zurainah also wants to meet the demand from the public to prepare curry that is easy to obtain and cook. In addition, to seize the opportunities available as best as possible to reap huge profits and further diversify the variety of food in the future. Finally, to introduce and ship this product to nearby grocery stores and mini markets to make it easier for customers to buy and get it. This makes it possible for this business to become more thriving not only through online sales but physically one day.

2.3 Description of Product ✓



Karipap Frozen Zurainah provided there is only one type of curry puff but the curry puff has many other fillings, it is not only potatoes but there are fillings such as chicken and meat. Next, these curry puff only have one specific size that has been set. Chicken and meat core curry puff has the same price while noodle curry puff, sardines curry puff and potatoes curry puff has a lower price.

Karipap Frozen Zurainah provides services such as early booking for events such as weddings and feasts. Apart from that, it also provides the service of supplying frozen and ready-to-fry curry puff to mini markets, grocery stores and also to school canteens or others.

2.4 Product Price List



Bil	Product	Price
1	 <p data-bbox="533 824 759 860">Karipap Kentang</p>	RM 3 x 10 Pieces
2	 <p data-bbox="549 1312 743 1348">Karipap Ayam</p>	RM 4 x 10 Pieces
3	 <p data-bbox="539 1821 753 1856">Karipap Daging</p>	RM 4 x 10 Pieces

4	 <p data-bbox="517 584 778 618">Karipap Mee/ Pastil</p>	RM 3 x 10 Pieces
5	 <p data-bbox="549 1059 746 1093">Karipap Sardin</p>	RM 3 x 10 Pieces

3.0 FACEBOOK (FB) ✓

Facebook is the platform used to carry out this assignment. Face is a social media application that is very popular among people around the world, so this facebook application is used in various ways and one of them is for business. I have posted related about Frozen Zurainah curry puff business on Facebook page and also have shared the link to my friends to see the products and business run.

For 14 weeks I have made a post on Facebook to prepare and fulfill this assignment rubric. I have provided a facebook link and a picture of the post as proof of the assignment made.

3.1 Progress and Posting



The screenshot shows a Facebook page for 'Karipap Frozen'. At the top, there is a search bar with the text 'Karipap Frozen' and a magnifying glass icon. Below the search bar is the profile picture of 'Karipap Frozen', which is a logo featuring a karipap. The page name 'Karipap Frozen' is displayed in bold, followed by the category 'Makanan & Minuman'. To the right of the page name is a blue thumbs-up icon and the text 'Disukai'. Below the profile information is a blue button with the WhatsApp logo and the text 'WhatsApp'. To the right of this button are two smaller icons: a speech bubble with a checkmark and a three-dot menu icon. Below these icons, there are three small circular profile pictures of users and the text 'Frhnaa, NurfaDhilah, Hzra dan 2 yang lain menyukai ini'. A horizontal menu below this section includes 'Halaman Utama' (highlighted with a blue underline), 'Siaran', 'Semakan', 'Video', and 'Gar'. Below the menu is a section titled 'Perihal' with a blue pencil icon and the text 'Cadangkan Suntingan'. Underneath are four items: a globe icon with the URL 'https://farahdyzaini.wixsite.com/website', a speech bubble icon with the text 'Hantar Mesej', a telephone icon with the number '019-800 1301', and a folder icon with the text 'Makanan & Minuman'. At the bottom of this section is the text 'Lihat Semua >'. Below this is another section titled 'Cadangkan Suntingan' with a blue pencil icon.



Q Karipap Frozen



[Halaman Utama](#)

[Siaran](#)

[Semakan](#)

[Video](#)

[Gar](#)

Hi good morning everyone ✨! Welcome to my page, Frozen Curry Puff made by my mom Zurainah 😊. We provide a wide selection of Curry puff. So, Stay Tune ! ✨👉



Anda dan 1 yang lain

9 papar

Suka

Komen

Kongsi

WhatsApp





Q Karipap Frozen



Halaman Utama

Siaran

Semakan

Video

Gar



Karipap Frozen berada di **Sungai Manila, Sabah, Malaysia.**



1h • Sungai Manila, Sabah, Malaysia • 🌐

Free Cod Area Sandakan ✨
[#karipapsandakan](#)



👍 Anda dan 1 yang lain

👍 Suka

💬 Komen

🔗 Kongsi

WhatsApp





🔍 Karipap Frozen



Halaman Utama

Siaran

Semakan

Video

Gar



Karipap Frozen



1h • 🌐

Cod Time ✨🥰



👍 🗨️ 📷 📌 📄

WhatsApp





Q Karipap Frozen



Halaman Utama

Siaran

Semakan

Video

Gar



Karipap Frozen



1h • 🌐

Meat ✨🥰

#karipapfrozen

#karipapsandakan

#frozenfoodhalal



👍 Anda dan 1 yang lain

WhatsApp





Q Karipap Frozen



Halaman Utama

Siaran

Semakan

Video

Gar



Suka



Komen



Kongsi



Karipap Frozen



2h • 🌐

Interested ?

Order now ! 60198001301



👍 Anda dan 1 yang lain

7 papar

WhatsApp





Q Karipap Frozen



Halaman Utama

Siaran

Semakan

Video

Gar



Karipap Frozen



2h • 🌐

Selling homemade frozen curry puff. Choice of
curry puff, Mee ✓ Potatoes ✓ Sardines ✓ Meat
✓ Chicken 🍴🌟



👍 Mohd Ezaidi

WhatsApp





Q Karipap Frozen



Halaman Utama

Siaran

Semakan

Video

Gar

Suka

Komen

Kongsi



Karipap Frozen berada di **Sungai Manila, Sabah, Malaysia.**



1h • Sungai Manila, Sabah, Malaysia • 🌐

#karipapfrozen

#frozenfoodhalal

... Lihat Lagi



WhatsApp



4.0 CONCLUSION

Karipap Frozen Zurainah expectation in the next 5 years is the business is to be a stable and strong organization in terms of management. Therefore, this Karipap Frozen Zurainah brand will be better known to many.

Next, Karipap Frozen Zurainah also will give to anyone interested in joining this business either become an agent . This is so because to further expand this business and build networks everywhere and a lot.

Furthermore, if this products are successful in the market. Karipap Frozen Zurainah plan to build own factory to further increase profits and expand this business. This directly becomes the best way to promote and increase our sales results in the future.

Finally, then will also be adding a variety of existing food products. As we know, in this modern age there are various types of food variations available. As such, Karipap Frozen Zurainah will provide a variety of existing and new foods according to current tastes and trends.

