

Fakulti Filem, Teater dan Animasi

FACULTY OF FILM, THEATRE AND ANIMATION (FITA) UNIVERSITI TEKNOLOGI MARA (UITM)

COURSE CODE / NAME:

ENT 530 / PRINCIPLES OF ENTERPRENEURSHIP

LECTURER:

NURHUDA HAJI NIZAR

TITLE OF ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO

NAME:

MUHAMMAD BUKHAIRI BIN DULGAMIN

STUDENT ID:

2019415506



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1. Introduction

Principles of Entrepreneurship

Entrepreneurship is itself a process through which the entrepreneur allocates the resources available to the business in a way or in other words in a systematic manner that the entrepreneur can meet the requisites of the business and achieve the objectives of the business as well as of his own. Now a day's businesses are being done on large scale or more businesses are being run in one organization therefore, the executive management or the entrepreneurs has to adopt the ways and system through which they cannot even secure their time but to save their resources from drain. Entrepreneurship could also be defined as:

Entrepreneurship is the process of innovation that reallocates resources to new opportunities, often creating new opportunities through unusual combination of resources and skills of risk taking. The entrepreneurs some time has to face the problems because they prepare their plans personally and create innovations and believe that they are doing the best and when the problem in the market has to be faced by them, then they suffer losses and face the rejection of their self-developed ideas, innovations, inventions or creations on the basis of incomplete information and evaluation of the factors because they personally believe in strategies and plans. The success is behind the criticism because when the entrepreneur of such kind prepare plans for business before going to other persons, he himself cities his ideas, innovations, creations and plans which he develops and get the answer to check his satisfaction. The entrepreneurs of successful type take and evaluate constructive and realistic criticism of their business on the basis of past and previous plan/strategies being adopted by them and others and before adoptions to any of them constructively consider the positive and negative possibility of such adoptions.

- Principle of Entrepreneurship Subject

For the subject of principle of entrepreneurship, student need to be an entrepreneur and learn how to be an entrepreneurship. This subject is encouraging the student to manage and make a good business to be the success entrepreneur. First, student need to register a simple business at the Go-ecommerce. In the Go-ecommerce website, it includes a webinar that student can join and learn about marketing and business. After that, we will provide a certification ffrom the webinar.

My business site name was called 'mn.liciouss' and I was an agent for this business running. The 'mn.liciousss' business is selling a Choco jar with a various taste like dark chocolate, white chocolate and any other taste. It is from the response of the audience who have the survey on what they love to eat as a dessert for their mouth and touge.

2. Go-Ecommerce Registration

- Registration form

	Personal Information						
	Name		MUHAMMAD BUKHAIRI	Phone/Mobile Home Address	:		
UHAMMAD	New Identity Card No.		Donaliand	District	:		
BUKHAIRI	Email Address			District Postcode	:		
	Email Frontess				:	tooncollections	
	City			Personal Instagram Race	:	Malay	
	State	:		Special Need Required	:	No	
	Personal Facebook	: 0	mn.liciousss	Special Need Required		100	
	Gender	:	Male				
	Marital Status	:	Single				
	Institution Information						A
	UiTM Puncak Perda	na - N	IHN ENT530				
	-						
	Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA	
	State of Institution	1	Selangor	Name of Institution	:	UiTM Puncak	
	Address of Institution	:	Universiti Teknologi			Perdana	
			MARA Kampus Puncak Perdana Jin	City	:	Puncak Perdana	
			MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A,	City Postcode	:	Puncak Perdana 40150	
			Puncak Perdana, Jln				
			Puncak Perdana, Jln Pulau Angsa AU10/A,				
	District of Institution	:	Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam,				
	Level of Study	:	Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor Petaling Bachelor Degree	Postcode Study Status	:	40150 Full time	Edit Del
	Level of Study Course Name	:	Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor Petaling Bachelor Degree NHN ENT530	Postcode Study Status Class Name	:	40150 Full time FF2374A	Edit Dele
	Level of Study		Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor Petaling Bachelor Degree	Postcode Study Status	:	40150 Full time	Edit Dele
	Level of Study Course Name	:	Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor Petaling Bachelor Degree NHN ENT530 Principles of	Postcode Study Status Class Name Year Enrolling the	:	40150 Full time FF2374A 2021 NURHUDA BINTI	Edit Dele
	Level of Study Course Name Subject Name	:	Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor Petaling Bachelor Degree NHN ENT530 Principles of Entrepreneurship	Postcode Study Status Class Name Year Enrolling the subject Lecturer Name		40150 Full time FF2374A 2021	Edit Dele
	Level of Study Course Name Subject Name Month Enrolling the	:	Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor Petaling Bachelor Degree NHN ENT530 Principles of Entrepreneurship	Postcode Study Status Class Name Year Enrolling the subject Lecturer Name Year Of Internship	:	40150 Full time FF2374A 2021 NURHUDA BINTI	Edit Dele
	Level of Study Course Name Subject Name Month Enrolling the Subject Internship Enrollment Month of Internship	:	Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor Petaling Bachelor Degree NHN ENT530 Principles of Entrepreneurship 3	Postcode Study Status Class Name Year Enrolling the subject Lecturer Name Year Of Internship Enrollment		40150 Full time FF2374A 2021 NURHUDA BINTI	Edit Dela
	Level of Study Course Name Subject Name Month Enrolling the Subject Internship Enrollment Month of Internship Enrollment	:	Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor Petaling Bachelor Degree NHN ENT530 Principles of Entrepreneurship 3 No	Postcode Study Status Class Name Year Enrolling the subject Lecturer Name Year Of Internship Enrollment Period of Internship		40150 Full time FF2374A 2021 NURHUDA BINTI	Edit Del
	Level of Study Course Name Subject Name Month Enrolling the Subject Internship Enrollment Month of Internship	:	Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor Petaling Bachelor Degree NHN ENT530 Principles of Entrepreneurship 3	Postcode Study Status Class Name Year Enrolling the subject Lecturer Name Year Of Internship Enrollment		40150 Full time FF2374A 2021 NURHUDA BINTI	Edit Dela

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Cerification



3. introduction of Business

Name and address business



Name: mn.lisiousss Address: Lot 2711 Jalan Durian, Meru, 42200 Kapar, Selangor

- Organizational Chart

Founder of mn.liciousss:

Nur Afiqah MD Noor

Agent:

Nur Syafida (Kemaman)

Aina Solehah (Kuala Terengganu)

Shahrul Nizam (Selangor)

Afiqah Hanun (Kuala Berang)

Muhammad Bukhairi (Selangor)

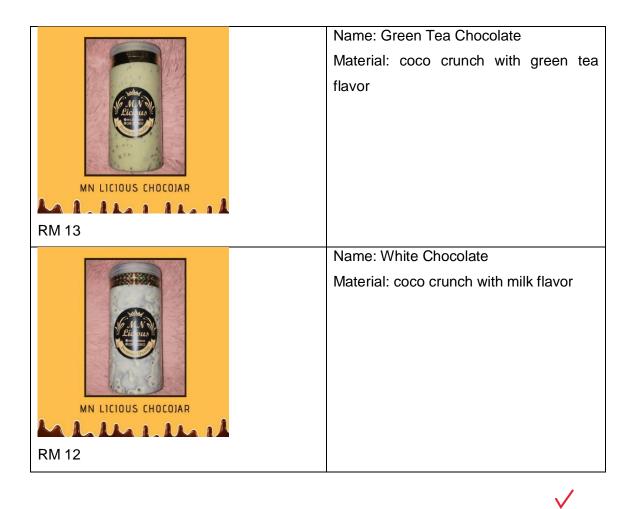
	For	under of 'M.N. Licic	ousss'	
		Nur Afiqah MD No	or	
		Agent / Dropship)	
Nur Syafida	Aina Solehah	Shahrul Nizam	Afiqah hanun	Muhammad
				Bukhairi
		Base		
Kemaman	Kuala	Selangor	Kuala Berang	Selangor
	Terengganu			
	ł			\checkmark

- Mission

Mis	sion
To give a satisfaction value for customers	to give what customers' needs and wants
with a various taste of Choco Jar	for dessert

- Product description and Price

Product and Price	Description					
	Name: Dark Chocolate					
	Material: coco crunch with chocolate					
MN LICIOUS CHOCOJAR	flavor					
RM 12						
	Name: Strawberry Chocolate					
	Material: coco crunch with strawberry					
MN LICIOUS CHOCOJAR	flavor					
RM 12						



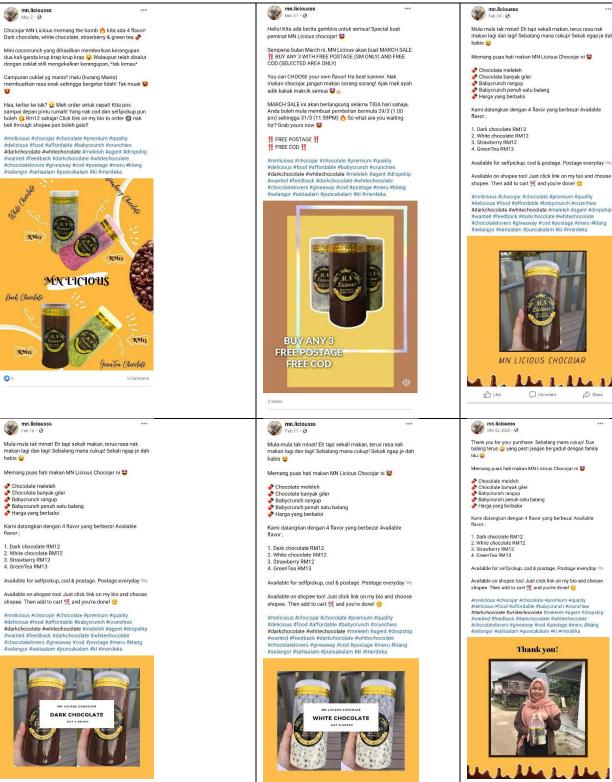
4. Facebook

- Page

Q mn.li	ciousss				
	liciousss & Beverage			Liked	
	Contact Us		0		
	mjad, Mayra, Nurul A	qilah and 72	others like t	his	
Home Posts	Reviews Videos	Photos	About	Commu	
About			🖉 Sugge	est Edits	
 https://www.i Send Messag 018-352 1832 Food & Bever 	2	ciousss/			
	See All	>			
Suggest Edits					
	iousss elangor, Malaysia				
Is this th	ne right phone nui 01835218		iis page?		
No	Unsure		Yes		

Page URL: https://www.facebook.com/mnliciousss-227948298642813/

Hard sell



Mula-mula tak minat! Eh tapi sekali makan, terus rasa nak makan lagi dan lagi! Sebalang mana cukup! Sekali ngap je dah habia 😂

Memang puas hati makan MN Licious Chocojar ni 🝟

Kami datangkan dengan 4 flavor yang berbeza! Available

Available for selfpickup, cod & postage. Postage everyday 🦡

#mnlicious #chocojar #chocolate #premium #quality #delicious #food #affordable #babycrunch #crunchies #darkchocolate #whitechocolate #whitechocolate #duckated #feedback #darkchocolate #whitechocolate #chocolatelovers #ghestaw; #cod #postage #mere #klang #selangor #setiaalam #puncakalam #kl #merdeka.



Comment 🖒 Share

Thank you for your purchase. Sebalang mana cukup! Dua balang terus 🙄 yang pasti jangan bergaduh dengan family tau 😄

Kami datangkan dengan 4 flavor yang berbeza! Available flavor :

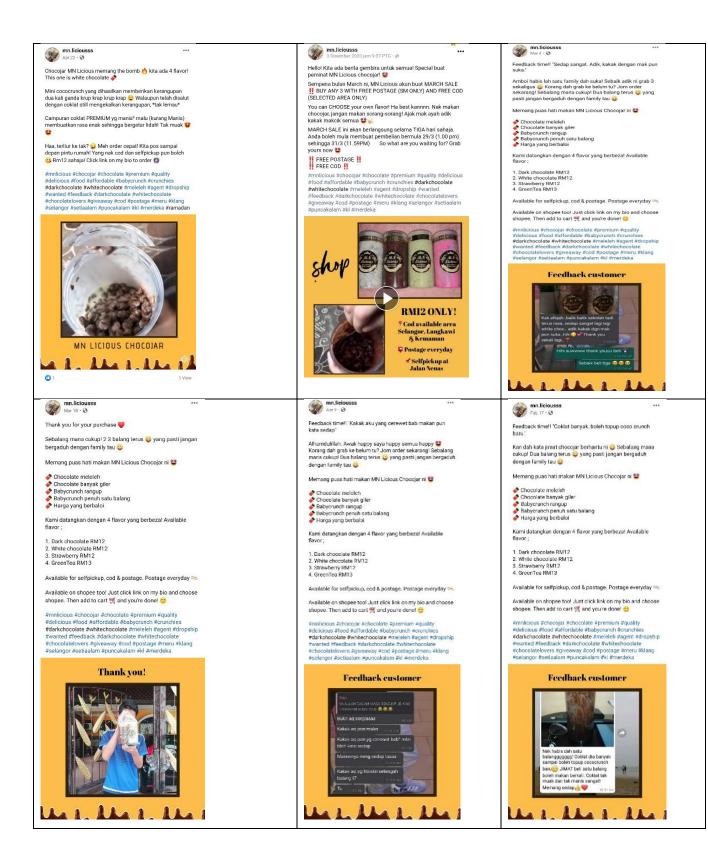
Available for selfpickup, cod & postage. Postage everyday 🙈

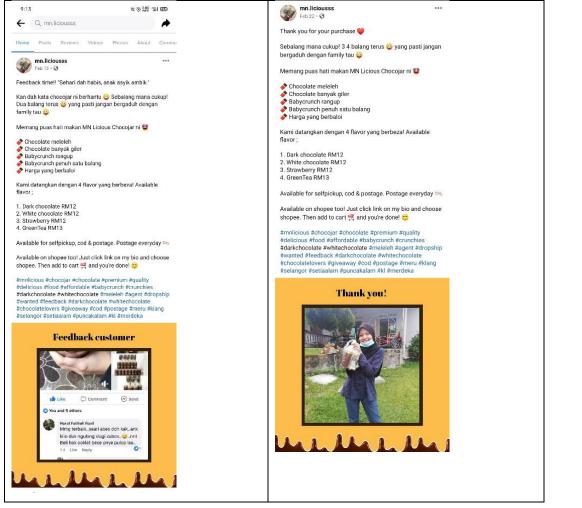
Available on shopee too! Just click link on my bio and choose shopee. Then add to cart 🌉 and you're done! 😳

#milicious #chocojar #chocolate #prensum #quality #delicious #foad #affordable #babycrunch #crunchies #darkchocolate #whitechocolate melletin #agent #dropship #wanted #feedback #darkchocolate #whitechocolate #chocolatelovers @jeseawa #cod #postoge #meru #klang #aelongor #aetiaalam #puncakalam #kl #merdeka

Thank you!

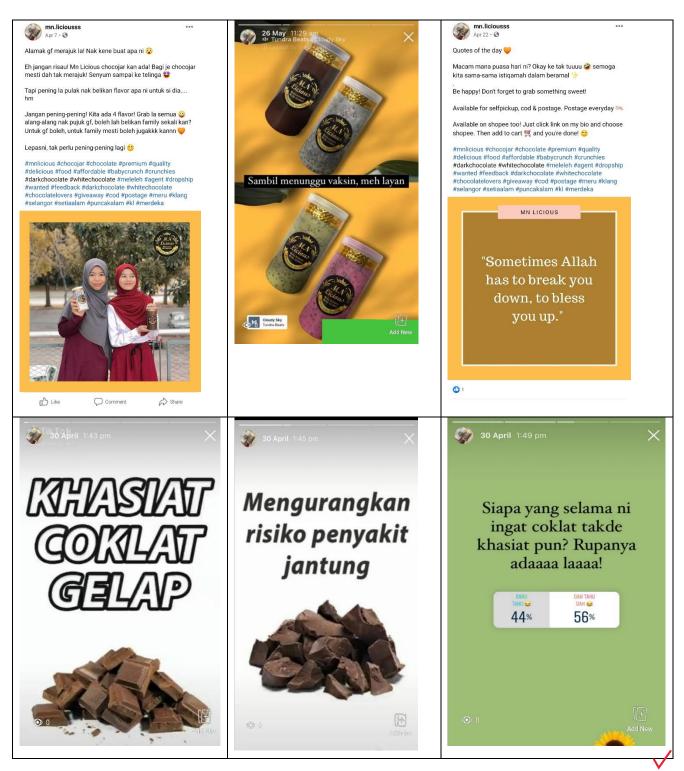


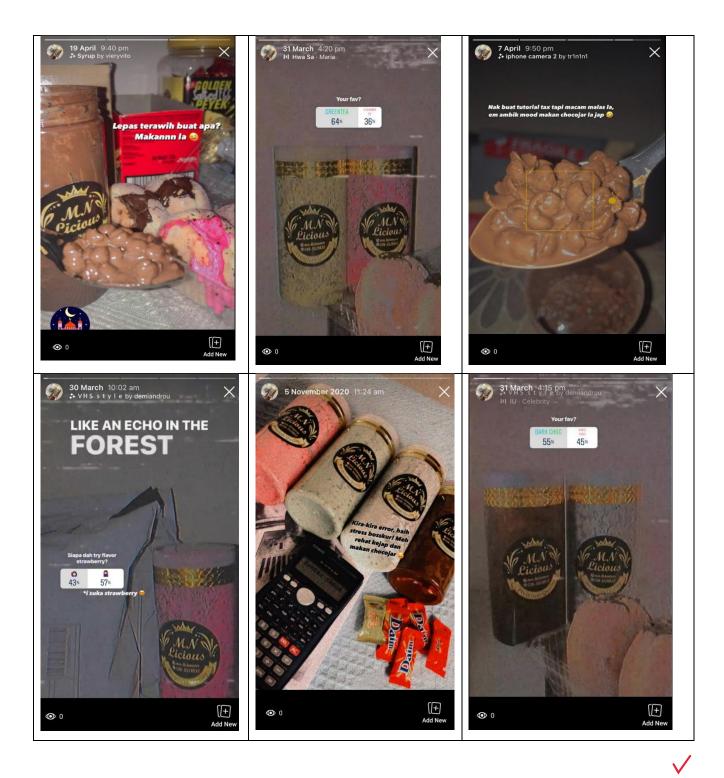


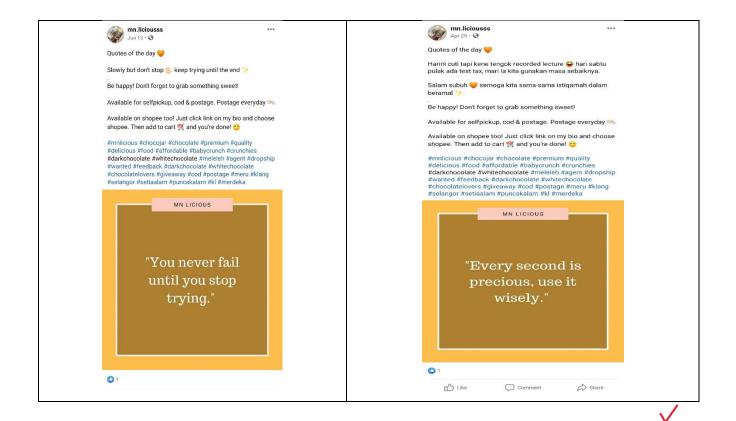


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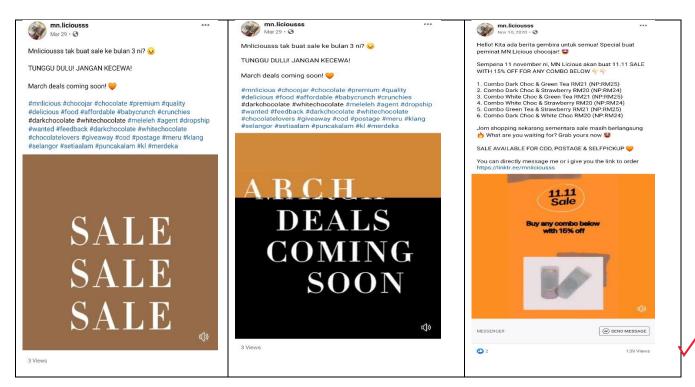
Soft sell

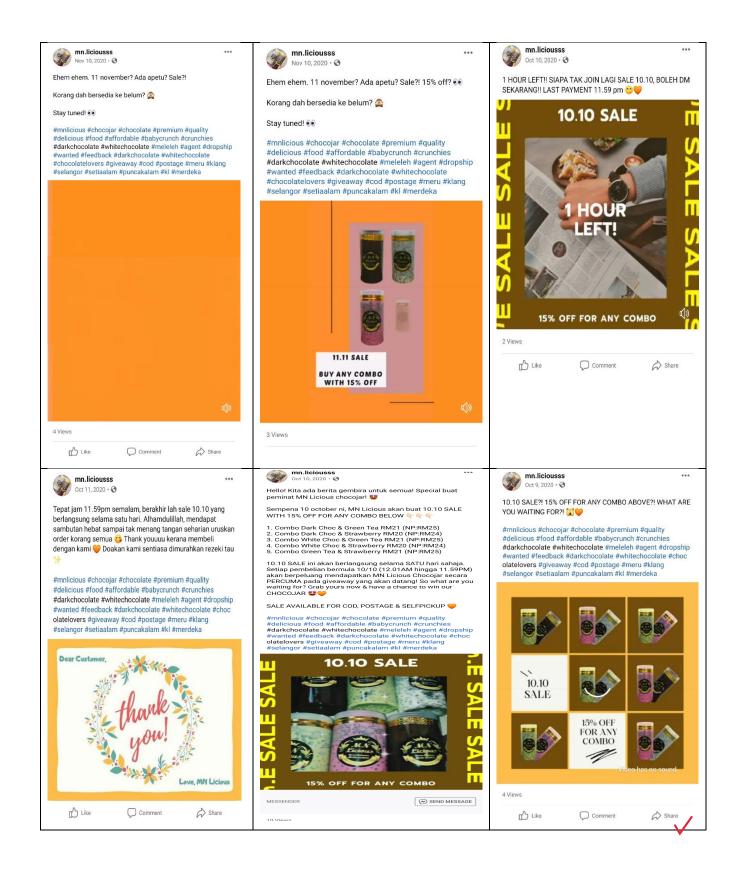






Teaser







5. Conclusion

Social media is a good way to doing a small business because it is using a small budget and sometime zero budget only. Social media also can run anytime and anyway because of much easier to carry on anywhere. Other than that, marketing in social media can easily grow faster If the strategy is effective. In the era of digital, the social media is a hot platform which many users account active around the world.

For the entrepreneur should know how social media work and how the workflow of social media can be. Many entrepreneur has using the social media platform to doing business. So for the new businessman and businesswomen should start their business with social media and the important is how to register the business to get verification from government sych as MDEC.

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