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COMPANY LOGO



CASE STUDY: COMPANY ANALYSIS “POPIACARBONARABYNIS”

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

**FACULTY AND PROGRAMME : BUSINESS MANAGEMENT IN OPERATION
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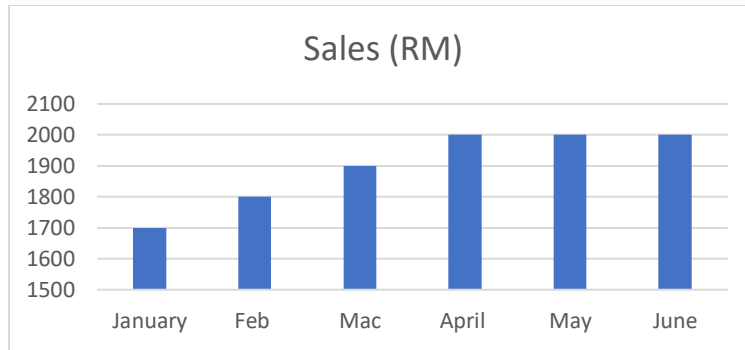


Figure 1 : Sales of “PopiaCarbonaraByNis” From January to June 2021



Figure 2 : Salary of Part Time Workers

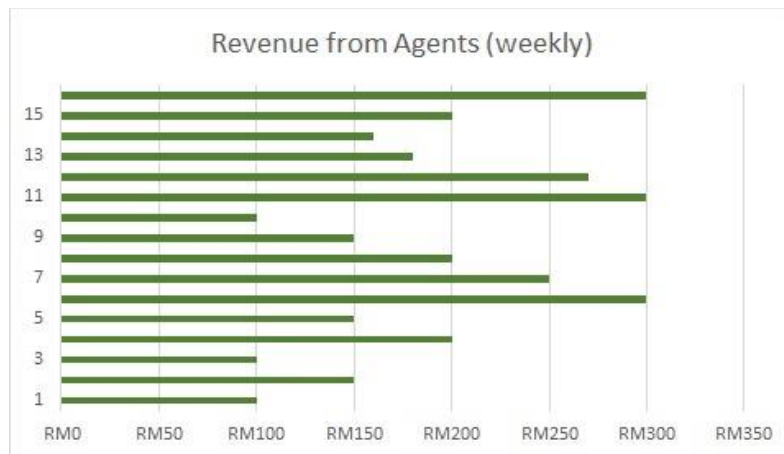


Figure 3 : Revenue from Agents (Weekly)



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Months	Sales (RM)
January	1700
Feb	1800
Mac	1900
April	2000
May	2000
June ✓	2000

Table 1: Sales of “PopiaCarbonaraByNis” From January to June 2021

Week	Capital	Revenue
First	RM 70	RM 250
Second	RM 65	RM 260
Third	RM60	RM 250
Forth	RM70	RM 270

Table 2 ✓ Capital and Revenue Weekly

Ingredient Per Week on 1 st June	Stock Available	Surplus
Red Onions	5Kg	300g
Garlic	5Kg	500g
Sausage	30 Packed	2 Packed
Black Pepper	500g	N/A
Full Cream	10 Litre	1 Litre
Prego Sauce (1 Litres)	5 Cans	N/A
Carrot	5Kg	500g
Popia Skin	20 Packed	N/A

Table 3 ✓ Ingredient Per Week on 1st June


EXECUTIVE SUMMARY

This case study was made to examine the problems and stories behind the established business. This study has selected a small business that is POPIACARBONARABYNIS as a small business to discuss the issue. Through this case study, we will be able to see the history of POPIACARBONARABYNIS established and cultivated to this day. Not only that, but we will also study the problems faced by this business as well as recommendations that can be proposed to solve the issues and problems found in the business owned by a nurse living in Johor Bahru.

Through this study, we can know that the founder is a nursing diploma graduate student and started this business a long time ago. This business has also sold at a reasonable price and is very worthwhile causing it to sell well in the market. The popia carbonara business also uses social media as their marketing strategy to promote their products to the public. Not only that, but the founder will also send stock to the grocery store owned by his friends and the founder has parents who enter the world of small business and gives an opportunity to the founder named Nisa. In addition, we can find out the financial achievement obtained by this popia carbonara business.

Through this study, we will be able to see and present a SWOT analysis approach for this business. The strength of this business is that the founder knows the target market that needs to be focused on and the founder produces rare and rare products while using innovative techniques on his product to attract new and regular customers. Problems or weaknesses found in this business are limited movement in some states due to MCO, difficult to get raw materials of the product and riders that lack experience in delivering the products. Opportunities that can be found are most of her audiences are wide that came from family, friends and current audience, she has a permanent rider to handle all the delivery services, and, in her house, she has her own special refrigerators supported by parents to keep the inventories/stocks of popia raw materials. Threat to this business is few entrepreneurs that are making the same businesses and she had preferred the online banking system instead of cash since the outbreak of Covid-19.

The major problem that “Popiacarbonarabynis” frequently faced is the issue on understaffing and product handling by staffs. The agent and customer demand are way over her usual capacity in producing. And because of that she is required to produce fresh batches of her product almost every day. The founder was a nurse and with this problem she had to hire some staff to meet the demands of customers and agents and caused her to have to exert her energy and

that of her sister and their staff to complete the order. Nisa has tried to provide stock to be stored for the next batch, but it is always sold out and causes her to make popia products every day. In addition, the problem is the handling of the product by its staff. This is due to several food delivery runners failing to provide excellent product quality to customers as displayed in advertisements. Nisa found out about  this issue through customer feedback.

1. INTRODUCTION

1.1 Background of The Study

Principle of Entrepreneurship (ENT530) one of the elective subjects that need to be taken by all UiTM students who further their study at Bachelor level. To this study, entrepreneurship education refers to a formal program to equip students with entrepreneurship knowledge and skills to understand customers' insights, market needs and recognize business opportunities. It encompasses networking skills, idea creation, developing and implementing a business plan, running a business, and evaluating the internal and external business environment.

This course is designed for students who are interested in creating a venture, acquiring an existing business, or working in start-ups or corporate venture companies. This course focuses on "learning by doing" which is the foundation of the entrepreneurial process such as value creation, opportunity recognition, creativity and mobilizing people and resources are embedded into the course.

In this course, students will conduct case studies in any business or company. Students are required to interview any business or company to get several problems that are faced by the business or company. Therefore, students will analyze the problem and find a solution to overcome the problems. By doing this case study, students will be exposed on how a business or company runs and operates their business. In this case, we are conducting a case study of "**POPIACARBONARABYNIS**" which is a business that provides services for food and beverages. We are going to get the information on the problems that are faced by them.

Studying entrepreneurship benefits students and learners from different social and economic backgrounds because it teaches people to calculate unique skills and think outside the box. Moreover, it creates opportunity, instills confidence, ensures social justice, and stimulates the economy. Entrepreneurship education also provides budding entrepreneurs with the skills and knowledge to come up with business ideas and develop their own ventures. And this includes helping them to learn about core business areas such as finance, sales, marketing, management, and accounting, not to mention, broader ranging skills such as adaptability, effective communication, and confidence.

1.2 Purpose of The Study

For many entrepreneurs, starting a business is a major accomplishment, but maintaining one is a harder task. Regardless of how big or small a company is, it faces several common obstacles. Hiring the proper personnel, building a brand, growing a customer base, and so on are all examples of this. However, there are some issues that are unique to small businesses, and these are the ones that most major corporations face. This expansion may be seen in practically every step of learning, including material presentation, tasks, evaluation, interaction, and learner performance.

At present, small businesses encounter numerous hurdles, and one of the biggest mistakes a would be entrepreneur can do is to enter the industry without contemplating the challenges ahead. We have looked at several strategies to make these issues more manageable, but they are unavoidable. A competitive drive, on the other hand, is frequently one of the reasons people start their own firm, and every difficulty represents an opportunity.

Even if an enterprise isn't founded by a single person, there comes a point when the costs of expansion appear to equal or even exceed the benefits. Whether it is a service or a product, a company must make sacrifices at some point to grow. This could entail not being able to manage each customer contact individually or not examining each widget. Unfortunately, a company's success is largely determined by its level of personal commitment and attention to detail. As a result, many small business owners find themselves enslaved to these habits at the expense of their company's growth. Between substandard work and an excessive fixation with quality, there is a huge middle ground; it is up to the business owner to manage the company's processes.

Growing company social media following is not a one-day event. It will take a lot of your time to see results, but you cannot devote all your time to expanding on social media because you have other responsibilities. Using the proper Social Media Management tools will save you a significant amount of time. Many small company owners and entrepreneurs are enamored with what Status brew has to offer, from scheduling and publishing many articles to managing and engaging with the prospective audience, discovering influencers, and generating new prospects.



2. COMPANY INFORMATION

2.1 Background

A nurse who wants to try her luck in business. It all started with praise from fellow nurses who encouraged her to venture into business. She who lives in Johor Bahru accidentally sold Popia Carbonara to her friend and received an encouraging response. With the experience of seeing her parents start a business from a young age, it strengthened her spirit to continue this business. Even at a young age who was studying in the middle of the semester, she was determined to sell the popia. In the middle of semester 5, she was just selling inside a course mate. Unexpectedly, almost 60 packs have been ordered. At a reasonable price, many customers are satisfied with the quality of the poppies sold. Almost every time, she gets positive feedback and repeat orders from loyal customers.

Nisa Nur Nasuha Binti Suhaimi, food entrepreneur popia carbonara is a diploma graduate in nursing at KPJ (Health and Science) Johor. Currently working as a nurse at a care center for the elderly in the center of Johor. She is 22 years old trying her luck in business. Although selling popia only seeks side income, it has also helped the local community by becoming runners, agents, and staff under her supervision. Busy working did not stop her from continuing the business despite time constraints.

2.2 Organizational Structure

At the beginning of the business, she only did it with the help of her brother. However due to time constraints, she looked for a regular runner to deliver the food safely to the customer. Yet if she had time after work, she would send the Popia. Other than that, she also opened Popia Carbonara agents at the request of loyal customers. Most of these Popia buyers are local people such as friends, family members and colleagues. So, she tried opening up agents' participation on her social media platform. once again it got a lucrative response from popia carbonara fans. Nisa has successfully recruited 16 agents from various districts in Johor Bahru. There are also agents from Selangor and Pahang. However, due to the covid pandemic and the government implementing the MCO, foreign agents could not take stock as usual. All her agents are always active in selling until they reach a profit of RM1000 a month.

2.3 Product

She has offered a customer friendly price which is RM5 for 10 pieces. Before setting the price, she had done some research on the sale of Popia Carbonara in the local area. So far only herself that sells at such a price but there are others who sell at a pricier seven pieces at RM10. She felt the price was too expensive causing everyone to not be able to afford it every day. So that reasonable price remained from the beginning of the business until today.

The food product, Popia Carbonara is a food that is easy to fry and serve in the hi-tea or dinner. The making process is still manual and homemade. For Muslim customers, it is a halal product because the ingredients used are guaranteed halal and clean. Among the ingredients needed to produce Popia Carbonara are red onion, garlic, sausage, black pepper, Prego sauce and Popia skin. Ingredients are easily available at the nearest supermarket and are affordable. Low capital is also one of the factors that cause these Popia to be sold at a cheap price. Each time the manufacturing process takes four hours to be packed and frozen in the freezer. High demand by customers causes Nisa not to have enough hands to prepare orders. Every day she must produce at least 500 pieces and at most 1000 pieces in a day. When the order demand is high, she needs the help of staff to prepare immediately. ✓

Customers can order even one packed only because it is ready stock. There is no minimum order required by customers or even agents. Usually, agents will restock at least ten packed poppies. So far, most days agents will restock as many as 50 packed. Staff salary will be made after five to sixth working hours. It is because the staff does not always help because Nisa only hires part time employees. Only at the time of Popia high demand will the staff come. RM6 per hour will be paid to his staff. The longest time is only five hours because the staff will help to roll Popia and make the packaging. Usually, she would make Popia at night after work around 8 to 11 pm. But if the process is slow to finish in the middle of the night, family members like her father and mother will help her. only at night is the time she must complete ✓ the order that will be sent to the customer the next day.

2.4 Business, marketing, operational strategy

Like other entrepreneurs, she also has her own business strategy. She uses social media platforms as best she can to advertise the business. Also, she will use Instagram as the main medium for product advertisements. Although there are no shops or vendors now, she also put this frozen Popia in two nearby shops in cafes in Ulu Tiram and a grocery store owned by her friend. Although not really sold out, there are loyal customers who buy it at the store. He will restock at both stores every week or 3 days at the earliest. Usually she will restock ten packs, but if any request from the customer, she will try to fulfill.

She tried to make ready stock of the product but was unsuccessful. It is because orders from agents are not expected to cause the stock to run out quickly. as well as popia requests from customers who order last minute caused Nisa to need to make more stock than the daily target amount. She will produce 500 ~~pieces~~ of popia everyday equivalent to 50 packs. Target Nisa stock will run out in 2 to 3 days. However, if agents or customers ask for urgent orders, then the stock will be reduced or run out. Each agent will also order 10 to 50 packs. Nisa is also concerned about the customer so there is no increase in the price of Popia. Although cheap, the product is still affordable.

Like other entrepreneurs, she also has her own targets to achieve. The minimum target for Popia sales is RM500 a week. To always follow up on this target, she has an account for expenses, capital, and revenue. This shows that she always updates the progress of this business to achieve the ~~target~~.

In terms of marketing strategy, she always improves the quality of the product. With the addition of ingredients in Popia such as carrot. This is because Nisa acts on customer comments. Popia's core color change as well as the taste level of the product will be more satisfying to customers. In the future, she will add cheese to the core of Popia. Apart from that, she also made an advertisement to promote Popia Carbonara. She advertises on the Facebook marketplace and mostly in the Instagram story. Following the trend of marketing, she also promotes the product with the help of instafamous sites such as @zatizaini, @jasminsopeahhhhhhhhhhhhhhh and @babytora. She will pay the influencer



by asking them to eat and review the food. Also, she said, she needs to post the ads at all social media platforms to attract customers and for awareness. Nisa sees towards the target market for the product. Even there a lot of competitors yet did not break her spirit to continue this business. Nisa also always takes care of customers who always repeat orders as well as a friendly personality that makes customers comfortable buying and selling with her.

2.5 Financial achievements

Nisa has managed to earn RM500 a week excluding agents' payments. However, if agents make orders of up to 100 packs a week, then the gross profit can be achieved up to RM1000. So, her gross profit per month can reach RM 4000 to RM 5000 depending on the booking packed surplus from agents as well or regular customers. Capital as low as RM100 per week can generate a lucrative profit. The choice of price as well as the promotional price offered by the supplier is ✓ one of the factors in saving capital production.

3.0 COMPANY ANALYSIS

3.1 SWOT

<p style="text-align: center;"><u>STRENGTHS</u></p> <ul style="list-style-type: none"> ● Business experience ✓ ● Cheap price ✓ ● Products Innovation ✓ ● Packaging products ✓ 	<p style="text-align: center;"><u>WEAKNESSES</u></p> <ul style="list-style-type: none"> ● Getting raw materials during Covid-19 outbreak ✓ ● Deduct products because of rider. ✓ ● Negative customer behavior ✓
<p style="text-align: center;"><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none"> ● Wide customers ● F&B operations during Covid-19 outbreak ✓ ● Business background ● Family support ● Agents & riders 	<p style="text-align: center;"><u>THREATS</u></p> <ul style="list-style-type: none"> ● Competitor ● Similar packaging ● Perform Multiple jobs

a. Strengths

Nisa the founder of Popia Carbonara has started the business since high school to get side income and have experience in understanding the target market among youngsters/students. Selling the popia was a rare product during that time, and not many entrepreneurs sell this product in Johor Bahru. The interesting thing about the product itself, she chose to put the chicken, garlic, black paper etc. of the product ingredients and made some differentiation of the product from other competitors. She made the innovation of ✓ the product 'popia' itself from traditional to western vibes. Popia Carbonara also has high demand in the market. The price of the product is RM10 for 6 packets that can be classified as cheap and affordable. This is also aligned with customer's expectations that want to find cheap products and quality in a short time. She made some research through her own competitors in websites before putting a price tag on the product. About the packaging, she chose plastic as the best product in packaging for foods because ✓ of the cheap price and ease of use compared to Tupperware.

b. Weaknesses

During the Movement Control Order the business was slowing down. To be specific this is due to the limited movement in some states. It was difficult to get raw materials of the product because some of the community ✓ made 'panic buying' in the grocery store. This also affects her business in hiring some runners, agents, and others to deliver the final products to consumers. In some experience, there was a rider that lacked experience in delivering the products. For example, delivering the products at wrong address number and the product can be clarified as deduct when it reaches the customer and to cover the product, she must make a new package of popia without any payment. Since the outbreak of Covid-19, she had ✓ preferred the online banking system instead of cash, but in dealing with customers that have negative types of behavior, for example there were customers that lack technology usage in terms of online payment. There were also customers that refused to make purchases of the products after cash on delivery (COD). should be written in threat

c. Opportunities

In her business, most of her audiences are wide that came from family, friends, and current audience. The interesting thing was Nisa's product as an entrepreneur from Johor has reached customers from Kedah. There are also many website celebrities such like 'instafamous' that had made many reviews about her product. She does not have to worry because she has permanent rider to handle all the delivery services. She also has agents that outside of Johor that always support in promoting her business. Nisa is more focusing on how to implement her marketing knowledge in her own business. She expands her business by sell the products at least 10 packets to brick-and-mortar retailers in her hometown. The good thing is she must restock the products every week because her products has been accepted by customers who get into the retail shops. As a micro business entrepreneur, in her house she has her own special refrigerators supported by parents to keep the inventories/stocks of popia's raw materials. Nisa's family also have business background in 20 years, especially her mother that actively in business in making banana cake and marble cake. During her studies, this popia carbonara product always meet customer's demand. For example, out of 100 students, 50 students of them placed orders. People that outside of the college also got to know the product as well. In her practical year, she was surrounded by people to place the orders. At the end of 2019, many people are interested in being an agent in her business. When the Covid-19 appeared, the popia carbonara business still can survive in its operation. Government was allowed the food and beverages industry to operate. The riders or agents under her business are allowed to cross the roadblock. There is big chance in hiring runner in the business and gaining some profits during the pandemic. Popia carbonara provides its own salaries to the runner with payment by day (RM80 to RM100). Popia carbonara is also hiring part time runners (depending on orders).

d. Threats

No doubt that this business has created competitiveness. The founder realizes that there are few entrepreneurs that are making the same businesses she does. Since Movement Control Order 2021 (MCO), there have been competitors that sell the same

product with the price RM10 for 7 pieces. The competitor also used similar packaging with her. The interesting thing about her mindset, she only assumes it as a competitive advantage among the entrepreneurs. Besides being an entrepreneur, her career right now is as a full-time nurse. She said it was not easy to manage the time in producing popia carbonara.

4. FINDINGS AND DISCUSSION

4.1 Findings

The major problem that Popiacarbonarabynis frequently faced is the issue on understaffing and product handling by staffs. According to the owner Nisa, she would often experience of understaffing whenever her agent's and customer's demand is way over her usual capacity in producing. Since Nisa's nature of business is the food industry, she is required to produce fresh batches of her product almost every day. This requirement is fundamental in her business to ensure her customers satisfaction in delivering quality products. Nisa's usual production capacity are around 50 packs of popia carbonara per slot which can last her two to three days to sell them out, but sometimes she would receive urgent request from her agents and customers to produce more than her usual production amount. This could range from an extra of 50 packs to 150 packs per slot which would require more resources in terms of raw materials and especially staffing. Nisa's usual production capacity which is 50 packs of popia carbonara would take her around three to four hours of time to complete and requires 2 staffs to work on the production which is her and 1 additional staff. However, when she receives an urgent order from her agents and customers, her production staff would require working around six to eight consecutive hours to complete which is physically and emotionally draining for both her and her additional staff.

Another major problem that Nisa from Popiacarbonarabynis faced is the issue of product handling by her staff. This issue is caused by some of her food delivery runners that failed to deliver excellent quality of product towards her customers. The issue was brought up from customer's feedback when one of her customers complained that they

received an unsatisfactory product from her as the ingredients of the popia carbonara that the customer received burst out of the popia sheet. The aftermath of this issue will decrease the food experience as normally the ingredients of any popia in the market is required to be inside the layer of the popia sheet. Whenever the popia sheet is torn or ripped, the ingredients inside will burst out of it and will cause a negative experience for the customers in terms of texture, taste and preparation of product as popias are needed to be fried before eaten. Upon investigation, Nisa found out that the cause of this issue happened when her food delivery runner mishandles the product when delivering by possibly placing a heavier item on top of the product.

4.2 Discussion

For an entrepreneur to be successful, he or she must be susceptible towards change and can adapt and overcome during a difficult period in their business. According to Hisrich et al. (2012), entrepreneurs are expected to have a cognitive adaptability of thinking to excel in their business. Entrepreneurs with cognitive adaptability can describe the extent of their dynamic, flexible, self-regulating, and engaged in their process of generating multiple decision frameworks. It can also help them focus on sensing and processing changes in their environment and coming up with ways to act on it. In this case, we can observe that Popiacarbonarabynis's major problems in their business are understaffing and product mishandling. These issues are often solvable when the entrepreneur can oversee this issue and come out with the relevant solution to address them.

The solution to understaffing is to plan to ensure agent's and customer's requests are met and not cause an imbalance of workforce during production. When proper planning is implemented before a business proceeds to production, many concerns that may arise are well thought about before it could happen. Popiacarbonarabynis would usually encounter problems with understaffing whenever they are supposed to cater towards impromptu orders from customers and agents. The implication of this will lead Nisa to work long hours with her staff, needing to provide extra compensation due to additional work hours and not to mention the stress and fatigue that she had to endure to complete the orders. This could have been avoided if Nisa chose to implement a strategic planning

beforehand and open slot orders especially just for agents. Nisa can actively plan and project-manage in order to cater towards these last-minute orders (Forbes Agency Council, 2020). According to Forbes Agency Council (2020), planning and ability to project-manage help make operational activities as efficient as possible. For example, she can implement the Gordon method during planning to ensure that every possible drawback can be solved beforehand. Gordon method is used to develop new ideas when the individuals are unaware of the problem (Hisrich et al., 2012). In terms of last-minute customer's orders, Nisa is encouraged to first decline these offers if their production capacity is at the maximum level during the orders are received and later suggest another date to combine their orders with other's slots. good

In terms of the solution for product mishandling, Nisa is encouraged to provide training and feedback to overcome the issue. A tool for Nisa to use to give training and feedback towards her staff (runners) is the TQM tool. TQM is Total Quality Management, TQM has been recognized as an enabler for business performance improvement especially in the SME sector (Rahman & Tannock, 2005b). In other words, TQM may aid Nisa in determining proper strategies to successfully hold training sessions and provide feedback towards her runners. According to Yahya et al. (2020), most of the Malaysian businesses in the survey conducted by them agrees that upon strategic and seamless application of TQM, it had provided them benefits towards the organization in terms of employee performance, organizational performance and understanding the customers.

The advantage of strategic planning and ability to project-manage is that whenever a project or task is broken down into smaller tasks, it will be more manageable, and the business owners will be able to assign deadlines towards their specific tasks and be able to monitor the performance of their staffs (Forbes Agency Council, 2020). In this case, Nisa can oversee her staff's performance if she properly implements strategic planning and managing, moreover she will have the benefit of monitoring her staff's performance as well as her business. Successful strategic planning and managing will also provide benefits such as lowering employee stress and high levels of employee satisfaction. The implication of this will provide the ability for businesses to consistently deliver high quality products towards their customers (Teratanavat & Kleiner, 2001b). Although successful planning and

managing will result in many positive implications towards a business, it may also result in a negative effect towards the organisation especially if it is not executed thoroughly and effectively. The disadvantage of not properly implementing a strategic planning and managing will cause the organisation to fail in terms of delivering their products and services faster, better, and cheaper. This will cause the organisation to lose their customer base and eventually lead to decrease in revenues (Teratanavat & Kleiner, 2001b).

As discussed earlier, one of the tools of strategic planning that can be used to improve the strategic planning and management is the Gordon method. Since the Gordon method is a brainstorming tool, it is based on unfettered production of ideas for an entrepreneur to solve a problem (Cropley, 2015). In its foundation, the Gordon method is the principle of seeing connections between things not normally regarded as connected. For example, the business owner states a problem while their staff helps to figure out the essential core of the problem and eventually generates remote associates based on what already exists (Cropley, 2015). The advantage of the Gordon method is that it ensures that every idea that is evaluated and positively received, maintaining the safe climate established by the initial suspending judgement as well as there is no risk of any rejection in expressing any kind of ideas (Barnard & Herbst, 2018). However, the disadvantage of the Gordon method is that some absurd ideas are not practical, and the time wasted with brainstorming those absurd ideas proposed will result in loss of resources such as time and energy.

Other than that, the advantage that may be reaped by Nisa if proper training and feedback methods were implemented is the improved customer's satisfaction. According to a research by Vinten et al. (1997b), employees who were involved in any type of training program in an organization internal or externally will cause an increase towards overall customer's satisfaction from 90% to 100% and repeat orders as well as new contracts were increased. Hence, it is crucial for Nisa to provide training or the least feedback in order to improve her customer's base satisfaction level.

Other factors that can aid Nisa in improving the product handling as discussed earlier is using the TQM tool. The benefits of TQM tool towards an organization, especially


an SME that Nisa is involved in is the quality awareness, better communication, teamwork, customer satisfaction and increased profit. Arguably TQM is a great tool for Nisa to adopt as it improves the overall business element. Strategic and perfect use of the TQM tool will create a great work culture, planning that is aimed towards customer satisfaction, effective staffs, active involvement between employees and teamwork development, as well as appropriate solving tools and techniques. However, the disadvantage that may occur due to less commitment towards using TQM will cause a failure to achieve organizational success as not all components of TQM are explored and used. Based on the research by Rahman and Tannock (2005b), successful quality practice implementation depends crucially on commitment and enthusiasm throughout the management hierarchy.



5. CONCLUSION

In conclusion, the subject ENT530 which is Principle of Entrepreneurship plays an important role for students to learn in university. This is because ENT530 taught us to create real entrepreneurial business and organize the structure individually. Students are given a task to conduct a real online business by utilizing any media social page throughout the semester.

This assignment showed that social media is an essential platform for everyone to start doing business marketing. In this case study of “**POPIACARBONARABYNIS**” it showed that social media helps online businesses to easily connect with customers, gain awareness about their product or service and increase business sales especially during this pandemic. From this business, an open online business can create engagement with customers since it is easy to catch customers with social media in WhatsApp, Instagram, and Facebook.

In my opinion, we agreed that online business can be a useful tool for new businesses to run their business. It can give us opportunities to experience having a business even though it is still a long road to own an office company. Also, we hope that online business in social media will improve our business better in future. 

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7. APPENDICES







Sebahagian dari jualan popia carbonara saya akan dermakan ke tabung palestin. Walaupun tak banyak tapi diharapkan boleh ringankan beban saudara kita di sana. Jom samaz kita join sekali!
 Besar atau kecil sumbangan tu semua sangat bermakna ye untuk diorang dekat sana 🙏





8.0 ACADEMIC INTEGRITY PLEDGE




UiTM's Academic Integrity Pledge

By signing this form, I agree to act in a manner that is consistent with UiTM's academic assessment and evaluation policy and processes. I will practice integrity in regard to all academic assessments, and pursue scholarly activities in UiTM in an open, honest, and responsible manner. I will not engage or tolerate acts of academic dishonesty, academic misconduct, or academic fraud that include but are not limited to:

- a. **Cheating:** Using or attempts to use any unauthorized device, assistance, sources, practice or materials while completing academic assessments. This include but are not limited to copying from another, allowing another to copy, unauthorized collaboration on an assignment or open book tests, or engaging in other behavior that a reasonable person would consider to be cheating.
- b. **Plagiarism:** Using or attempts to use the work of others (ideas, design, words, art, music, etc.) without acknowledging the source; using or purchasing materials prepared by another person or agency or engaging in other behavior that a reasonable person would consider plagiarism.
- c. **Fabrication :** Falsifying data, information, or citations in any formal academic assessment and evaluation.
- d. **Deception :** Providing false information to an instructor concerning a formal academic assessment and evaluation.
- e. **Furnishing false information:** Providing false information or false representations to any UiTM official, instructor, or office.

As a student of UiTM, I am expected to conduct myself in a manner that exemplifies honesty and integrity. If for any reason, I am found to be violating the policies set out by UiTM, I understand that disciplinary action can be taken against me.



Name: MUHAMMAD ALIFF BIN AMINUDDIN

Matric Number: 2019295268

Course Code: ENT 530

Programme code: BA 244

Faculty / Campus: FACULTY BUSINESS AND MANAGEMENT / UITM PUNCAK ALAM

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Name: Nor Faidah Binti Abdullah

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Programme code: BA 244

Faculty / Campus : Business and Management

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Bahagian Pentaksiran & Penilaian Akademik



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Aqilah

Name: NURUL AQILAH BINTI MAZLAN

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Course Code: ENT 530

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Name: ALEESYA AINA BINTI MOHD IDRIS

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Faculty / Campus : FACULTY OF BUSINESS AND MANAGEMENT

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Qiu

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