



اُنِيُوْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE
MANAGEMENT (BA243)**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



PAIR ASSIGNMENT: SOCIAL MEDIA PORTFOLIO (VIET SPRINGTIME)

GROUP: ENT530 U

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ACKNOWLEDGEMENT

In the name of Allah, the Most Beneficent and the Most Merciful. All praises to Allah for the completion of this social media portfolio as one of the requirements that need to be accomplish in the course work assessment for the code ENT530. First of all, we would like to thank as much appreciation to our beloved lecturer for giving us a lot of guidance throughout the implementation of this assignment by given us a good service and providing useful information and guidelines. Besides, we would like to thank both of our parents who have provided so much physical and mental support. We are really grateful with the capital given to start this social media business. Not to be forget to our classmates and fellow friends for their support on our business by liking and sharing our Facebook page. Last but not least, we apologize to all other unnamed person who helped our various ways to complete this portfolio and We hope this social media business and portfolio report can give us little bit about entrepreneurship world and fact about how to become a successful entrepreneur in future.

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1.0 EXECUTIVE SUMMARY

Viet Springtime is an enterprise that sell homemade Vietnamese spring roll. The delicious and healthy Vietnamese spring roll that comes with different choices of ingredients is suitable for all stage of age. The primary goal of our business is to provide healthy and delicious homemade Vietnamese spring roll to all our customers. We offer only the best and fresh ingredient for our Vietnamese spring roll.

Moreover, all the price range of our variety of spring roll is reasonable and affordable based on the market price of the year which ranging from RM 7 to RM 9. Our target market covers all stage of age that include university students, young adults, elderly and other because Vietnamese spring roll is a known dish in Malaysia especially in the city area. Vietnamese spring roll is most popular for youngster and university student as it was an easy, healthy choice to replace rice in a single meal.

Viet Springtime also provide a delivery service or Cash on Delivery (COD) for customers if they live quite far from us. The price range is differed based on the location and how many kilometers. We charge RM 0.50 per kilometers and RM 2 to RM 3 around Petaling Jaya area and RM 5 to RM 9 in Gombak area. Because our business is online based, so we decided to use only two online platforms for our business. We utilize are Facebook and WhatsApp, both of which the majority of people choose in the online world because they have divers of people using it and easy connection to outside world faster and easier. We believe that as much as selling our homemade Vietnamese spring roll bring joys to us but also the taste of our Vietnamese spring roll is bringing the joys to our customers.

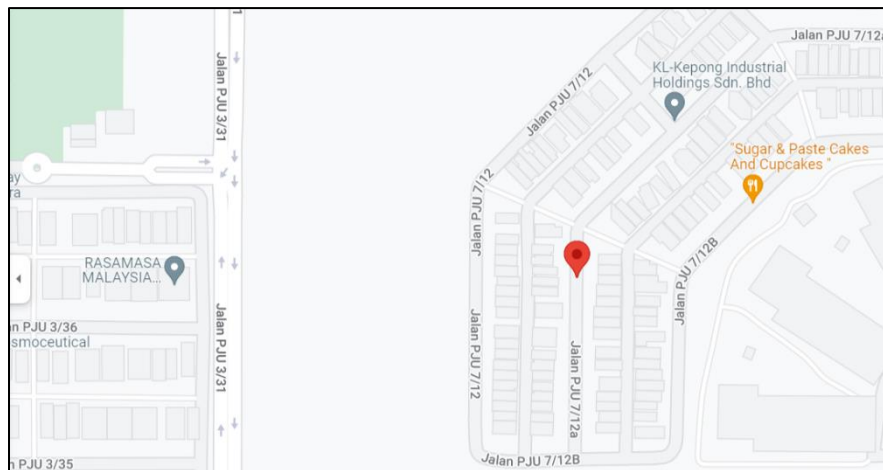
2.0 INTRODUCTION OF BUSINESS

2.1 Name of business



Viet Springtime Logo

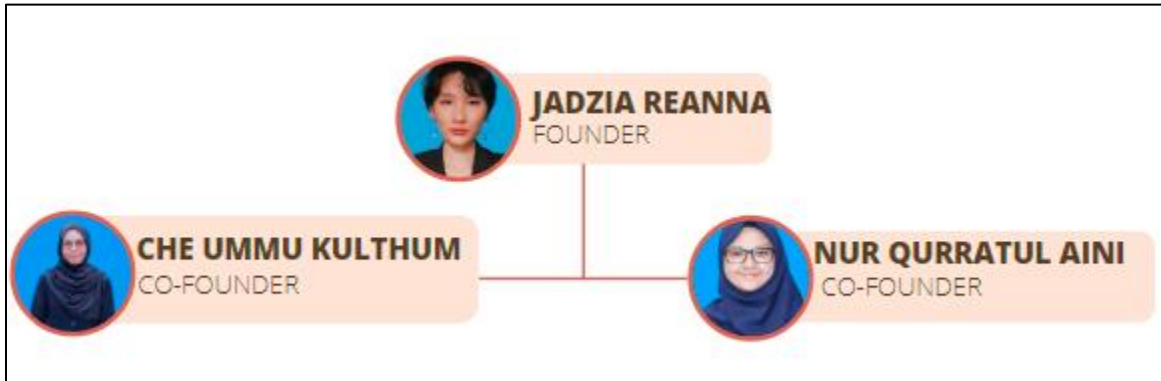
Viet Springtime is the name of our company. We chose Vietnamese Spring roll as our business because it is healthy and easy food, and we change Vietnamese to Viet to our business name because we want to become different from everyone else but still remain the originality. We wish to offer this product since the Vietnamese spring roll could be served as a main dish or a side dish also as a dessert.



Viet Springtime is located in

Our operations are based at our leader's home. All of the supplies are easily accessible and kept here. We only work from home because we do all of our business online. Working from home is also safer during this Pandemic Covid-19, and we have flexible working hours.

2.2 Organizational Chart



Jadzia Reanna binti Johari, Che Ummu Kulthum Binti Sulaiman and Nur Qurratul Aini binti Zainal Fithri founded Viet Springtime. We collaborated to build this tiny business from the ground up. Jadzia Reanna is in charge of stock management, while Nur Qurratul Aini binti Zainal Fithri handle product delivery to customers, while Che Ummu Kulthum is in charge of product cost allocation. All of us have inventory, making it easy to provide cash and delivery services to consumers.

2.3 Mission and Vision

A mission statement describes what an organization does, its goals, and how it intends to accomplish them.

- Offering homemade Vietnamese spring roll that are fresh, healthy for our customers.

A vision statement defines the intended future position of the firm. Every business need vision since it acts as a strategic approach for success.

- Customer satisfaction, sharing the love of food and market healthy food.

2.4 Description of Products/Services.



Our Vietnamese Spring Rolls are available with a variety of fillings. Customers are able to order prawn, beef, chicken, crabstick or a mix of their preferred fillings topped with fresh vegetables such as carrots, cabbage, basil, mint, and cilantro. They are also able to ask for their preferred sauce between peanut dipping sauce, Vietnamese nuoc cham or hoisin dipping sauce. What distinguishes our Spring Rolls from other competitors is that they are made with the freshest ingredients and packed in a clear box, making it seem more attractive when delivered to our customers.

Customers do not have to be concerned about the quality of the goods they will receive afterwards, since we guarantee product safety. Aside from that, customers will receive four similar sized Spring Rolls packed with ingredients, allowing them to taste every filling we have poured into our dish. Our Spring Rolls are wrapped with clear rice paper, enabling the customers to see the ingredients packed inside. Customers will also love our products since we employ quality components. Our prawns, chicken and beef ingredients are bought from The Fresh Market, ensuring the best and most delicious food for our customers.

2.5 Price List

A price list graphic on a dark green background with white text and decorative elements. The title 'Price List' is centered at the top. Below it is a table with five rows. The first three rows have a price of RM 7, and the last two have a price of RM 9. The background features abstract brushstrokes in yellow, green, and orange, and three small white stars in the top left corner.

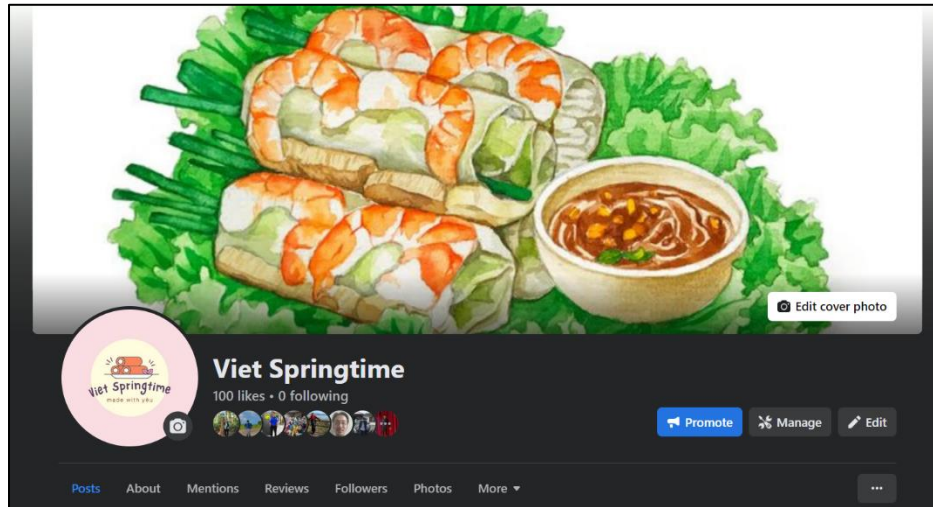
Price List	
Prawn	RM 7
Chicken	RM 7
Crabstick	RM 7
Beef	RM 9
Mix	RM 9

www.facebook.com/VietSpringtime

The homemade Viet Springtime is offered at an inexpensive price, as promised to our valued clients, ranging from RM 7 to RM 9 based on the choices of main ingredient of the Viet Spring roll.

3.0 FACEBOOK

3.1 Creating Facebook (FB) Page

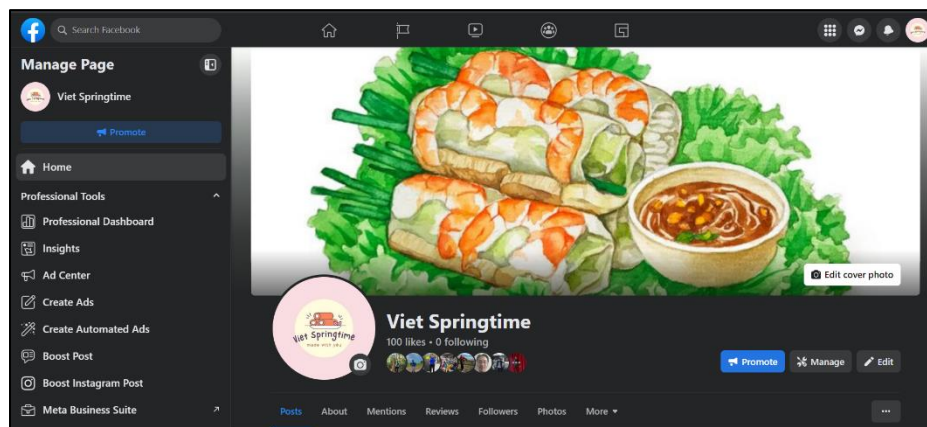


We chose to sell our items through a Facebook Page when we first started this business because we knew it was one of the most powerful social media channels that many people still used. We believe that online sales are the best way to interact with our customers.

3.2 Customizing URL Facebook (FB) Page





Viet Springtime changed the URL of our Facebook page to make it simpler for customers to locate us and purchase our items. Furthermore, we have 109 followers and 93 likes on our Facebook page.

<https://www.facebook.com/VietSpringtime>



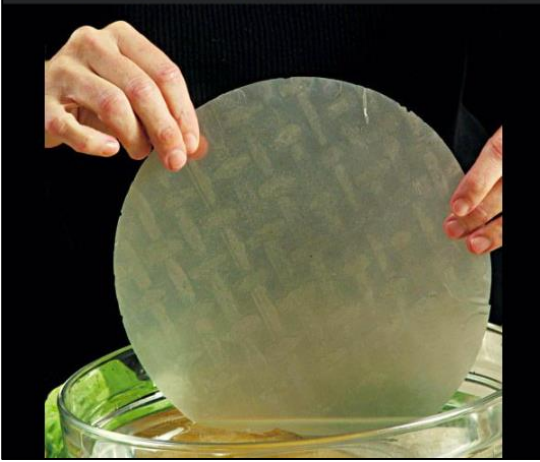
3.3 Facebook post (FB) – Teaser

An online teaser is a brief description of a product intended to pique the interest of potential customers and persuade them to make purchasing. As a result, it may be preferable to keep some details under wraps and reveal only a few. Teasers generally ask for a huge number of pictures because they don't need to convey much information. So, we were able to deliver teasers on daily, allowing buyers to learn more about our products.

Teaser 1	Teaser 2
<p data-bbox="235 667 776 720">Hi & Assalamualaikum everyone!! We are happy to announce that something is rolling your way. Stay tuned for our next update~ 😊</p> 	<p data-bbox="852 667 1393 720">Hi & Salam everyone!! Can you guys guess what this is? Can you tell what is coming next? Stay tuned for our next update~</p> 
Teaser 3	Teaser 4
<p data-bbox="251 1350 760 1392">Hi & Salam everyone!! Can you guys guess what is this? Stay tuned for our next update~</p> 	<p data-bbox="852 1377 1393 1430">Recognize this place? Longing for a vacation and the food there? Can you guess what is coming next? Stay tuned!</p> 

Teaser 5

Something is rolling your way. Can you tell what it is?



Teaser 6

Have any cravings? Nutritious AND filling; the perfect combination for a happy tummy!



Teaser 7

Happiness is homemade. Just like our sauce 🍲!



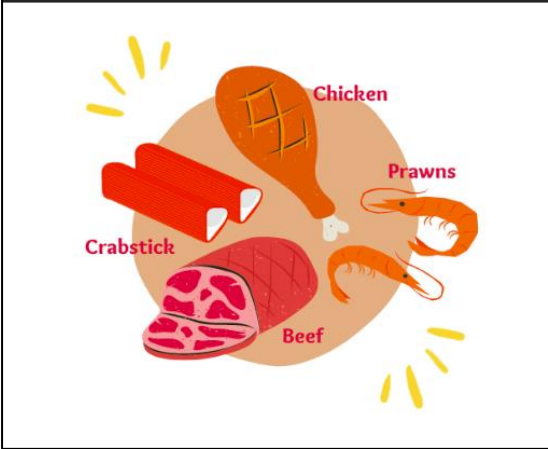



Teaser 8

Can you guess what we have in store for you after watching all the teasers? We're just as excited as you are!



3.4 Facebook (FB) post – Copywriting (Hard sell)

Direct and demanding statements are the characteristic of a "hard sell" in advertising or sales. Hard sell is a direct selling rather than giving customers time to consider their choices and decide whether or not to buy.

Hard Sell 1	Hard Sell 2												
<p data-bbox="250 562 794 646">Hello there! We are proud to share what are the choices on the menu of our Vietnamese spring roll. Beef? Chicken? Prawn? Crabstick? You name it, we have it all 🌟!! Can't choose which one to buy? Why buy one when you can buy all hehe! Are you interested? Contact us through our Whatsapp number on our page ASAP! 📲</p> 	<p data-bbox="915 562 1365 636">Today, we are finally sharing the choices of sauce available 🥰! We have not only one, but three sauces you can get at our store. Don't know which one you'd like? Just pick all three then! You're gonna love it 🥰 Interested in these finger-licking sauces? Contact us through our Whatsapp!</p> 												
Hard Sell 3	Hard Sell 4												
<p data-bbox="250 1283 802 1423">Finally the moment you've been waiting for! *drum roll* Our precious menu... Vietnamese Spring Roll 🌟!! We have a variety of delicious choices to pick from. Craving some scrumptious Vietnamese Spring Roll? Come and satisfy your cravings now with us! What are you waiting for? Contact us to know more.</p> 	<p data-bbox="899 1308 1395 1413">Hi everyone!! Today, we would like to share our product pricing. Are you ready to know about it? We present to you... the list of pricing of our product! It is affordable and most importantly, finger licking good 🥰! Literally. What are you waiting for? Contact us to know more.</p>  <table border="1" data-bbox="1040 1541 1243 1696"> <thead> <tr> <th colspan="2">Price List</th> </tr> </thead> <tbody> <tr> <td>Prawn</td> <td>RM 7</td> </tr> <tr> <td>Chicken</td> <td>RM 7</td> </tr> <tr> <td>Crabstick</td> <td>RM 7</td> </tr> <tr> <td>Beef</td> <td>RM 9</td> </tr> <tr> <td>Mix</td> <td>RM 9</td> </tr> </tbody> </table> <p data-bbox="1062 1730 1219 1745">www.facebook.com/VietSpringtime</p>	Price List		Prawn	RM 7	Chicken	RM 7	Crabstick	RM 7	Beef	RM 9	Mix	RM 9
Price List													
Prawn	RM 7												
Chicken	RM 7												
Crabstick	RM 7												
Beef	RM 9												
Mix	RM 9												

Hard Sell 5

Hi everyone!! Today we would like to share the delivery rate for our roll!!
 Are you ready to know about it? 🤔
 Tada! 🎉 Here is the rate of delivery for our product!
 The price is affordable and we guarantee to deliver it while still fresh!!
 What are you waiting for? Contact us to know more 😊



DELIVERY RATE

- DAMANSARA
- BANDAR UTAMA
- SURIAN
- MUTIARA DAMNSARA
- KOTA DAMANSARA
- KWASA DAMANSARA
- KAYU ARA
- ARA DAMANSARA

RM 2-3

- TAMAN MELATI
- GOMBAK SETIA
- TAMAN SETAPAK INDAH
- SRI RAMPAI
- WANGSA MAJU
- MELAWATI
- GREENWOOD
- GENTING KLANG

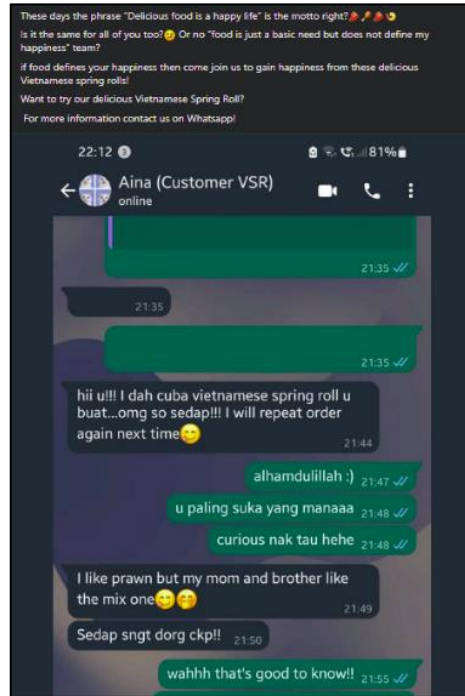
RM 5-9

PS: AREAS THAT WERE NOT LISTED HERE WILL BE CHARGED BASED ON YOUR LOCATION. WE WILL CHARGE RM0.50 PER KM.

VIET SPRING ROLL

Hard Sell 6

These days the phrase "Delicious food is a happy life" is the motto right? 🍴🥰🥰
 Is it the same for all of you too? 🤔 Or no "food is just a basic need but does not define my happiness" team?
 If food defines your happiness: then come join us to gain happiness from these delicious Vietnamese spring rolls!
 Want to try our delicious Vietnamese Spring Roll?
 For more information contact us on Whatsapp!



22:12

Aina (Customer VSR) online

21:35

21:35

21:35

21:44

21:47

21:48

21:48

21:49

21:50

21:55

Hard Sell 7

Anyone a fan of chicken here? I'm sure a lot of you loooove chicken 🍗
 What about... chicken AND Vietnamese Spring Roll? Sounds interesting and yummy, right? 😊
 Contact us for some finger licking chicken Vietnamese Spring Roll!



Hard Sell 8

Did you know that the Vietnamese Spring Roll is actually from China, despite its name?
 Although the dish originated from China, it has been modified to fit Vietnamese tastes! Facts are interesting right? Who knew that it wasn't actually from Vietnam? 🤔
 Now that you know, come and try our Vietnamese roll! We are sure it will be worth your money! Contact us now to order 🍴



Hard Sell 9

Are you still craving for beef from Raya Haji yesterday? If you are, why not try our beef spring roll 🍲

Enjoy it with your loved ones whenever you feel like having some tasty beef! You definitely won't regret it!

What are you waiting for? Come and message us to get your Spring Rolls 🌟



Viet Springtime
Food delivery service

WhatsApp

Hard Sell 10

Whoop! Look what we have here. A new customer! 🎉
She definitely has an eye for delicious food! Our Vietnamese Spring Rolls are to die for.
Would any of you like to join her in today's order as well? For more information contact us on Whatsapp!



Hard Sell 11

Want to try something a little different? What about a little snack topped with healthy vegetables? 🥗

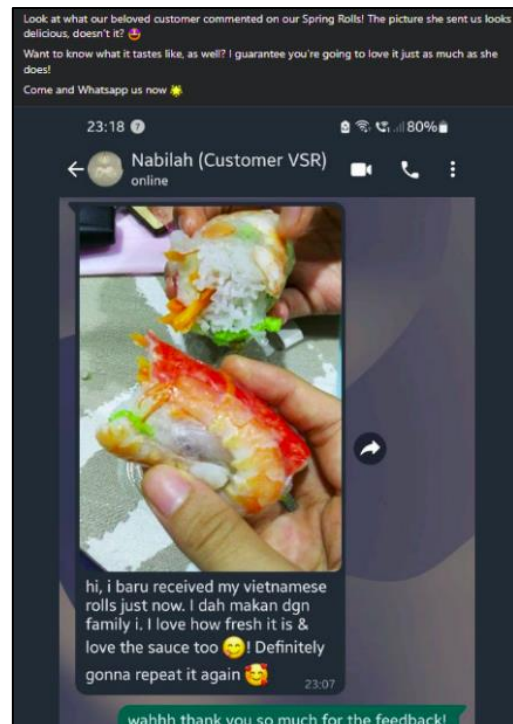
Don't worry because we have just the thing for you! Great news right? Come and try our crabstick flavored spring roll 🌟

Order now with us!



Hard Sell 12

Look at what our beloved customer commented on our Spring Rolls! The picture she sent us looks delicious, doesn't it? 🍲
Want to know what it tastes like, as well? I guarantee you're going to love it just as much as she does!
Come and Whatsapp us now 🌟



Hard Sell 13

Look at that! He is ordering our Vietnamese Spring Roll for his girlfriend. Isn't that sweet? 😍
What's interesting is, his girlfriend is our regular customer! She must really love our spring rolls!
Need a change to surprise your significant other? The normal way is so typical these days. I'm sure your partner is gonna love the surprise 🍷
If you want to give to your beloved one, just Whatsapp us & we'll send it to them.

15:42

Haikal (Customer VSR)

hai, i nak order your vietnamese spring roll for her test reward later since she really love your rolls so much. I nak order 1 beef, 1 chicken & 1 prawn for her 😊 15:34

hello!! aw that's so sweet 15:38 ✓✓

i'm so glad to hear that ur girlfriend likes our spring rolls :) 15:38 ✓✓

Price List	
Prawn	RM 7
Chicken	RM 7
Crabstick	RM 7
Beef	RM 9
Mix	RM 9

Viet Springtime 🌱

Name:

Hard Sell 14

Here are the list of our sauces to pair with our Vietnamese Spring Roll, but can you guess which one is the best seller out of all the sauces?
The answer is.. Our Vietnamese Nuoc Cham sauce! It's a sweet and tangy Vietnamese dipping sauce, perfect to pair with your spring rolls.
Want to try out our most famous sauce? Whatsapp us for more info! 🍷

The image shows four small glass bowls containing different dipping sauces: a dark brown sauce with peanuts, a light brown sauce with carrots and peanuts, a yellow-orange sauce with peanuts, and a clear sauce with peanuts. To the right is a white plate with several Vietnamese Spring Rolls filled with various vegetables and meats.

Hard Sell 15

Look at that! Our sauce really IS the perfect combo for our Vietnamese spring rolls. Clearly our customers love our signature sauce! 🍷
Doesn't it just make you want to have a taste as well?
You don't have to stay curious for long! Where else will you get this delicious sauce if not from us? Come order and try 🍷

21:37

Nina (Customer VSR)
online

Hi sorry for the late feedback!! My family and i suka sngt your spring roll and the your Vietnamese Nouc Cham sauce especially!! 🍷🍷 Next time we will repeat again! 🌟 21:31

hello nina! 21:34 ✓✓

wahh thank u so much for the feedback :) 21:35 ✓✓

bolehhh i'll be looking forward to ur next

Hard Sell 16

Alhamdulillah another happy customer! No words can describe how happy we are when receiving all the positive feedback 🍷
The best part is, she even wants to suggest our spring rolls to her friends!
Curious about what they taste like? I promise that our Vietnamese Spring Rolls are to die for! For more information contact us on Whatsapp 🍷

15:42

Fatimah (Customer VSR)
online

Hai, just nak bagitahu saya baru dapat my vietnamese rolls saya tadi 🌟. Saya beli dgn kawan2 saya. We looove vietnamese spring roll & turns out yours is really good 🍷. I will make sure to suggest yours to my other friends. Thankk you 🍷 15:31





hello!! thank you so much for the feedback 15:35 ✓✓

so good to hear that from a spring roll lover 🍷 15:37 ✓✓

please do suggest them to friends and family hehe i hope they'll enjoy it as much as u :) !! 15:37 ✓✓

3.5 Facebook (FB) post – Copywriting (Soft sell)

Soft-sell posting is to influence individuals to buy without telling them. This method is employed to prevent over-pressuring the consumer. Some customers don't appreciate it when a seller is constantly pressuring them. The benefits, facts, and experiences of the product are the examples of the soft sells. We successfully able to implement this plan with 16 Facebook postings.

Soft Sell 1	Soft Sell 2
<p data-bbox="342 611 716 688">Are you hungry? Craving something but feel too lazy to get ready and step out of your house or cook? Did you know there is food that can make you full? And it's nutritious too! Want food that's simple yet delicious? Just... come closer. Let me give you some useful tips. You can order food whenever and wherever you are!</p> 	<p data-bbox="878 653 1406 730">Do you have any clue on what type of food has the same effect as rice? The same fullness as eating a bowl of rice? 🍚 Something small but compact and has it all. Interested to know? Want to know more? Stay tuned for our next update to find out!!</p> 
Soft Sell 3	Soft Sell 4
<p data-bbox="233 1289 808 1398">Do you know what welcome means in Vietnamese? It's chào mừng! Guess we all learn something new everyday, huh? Why bother taking a flight to Vietnam when we can bring Vietnam to you? ✈️ You'll be able to taste the flavor of Vietnam right at your doorstep! Just click the link in our bio for our number.</p> 	<p data-bbox="883 1304 1406 1413">What is something that's filling, healthy and nutritious 🥗? Is there actually such a thing?! Yes, there is! And it's super delicious too. Doesn't looking at this fresh greenery make you want to eat healthy 🥰? Don't forget to stay tuned for our next update!</p> 

Soft Sell 5

Did you know that prawn has a lot of benefits for us? 🍤
Prawn is a rich source of iron that helps in boosting the production of red blood cells.
Want to improve your health?
We are here to help you in the easiest way possible!
Hurry up and contact us for more info! 📞





Soft Sell 6

Have trouble with a special someone? ❤️
Need a solution as soon as possible?
Want to comfort that person but don't know how to? 🙄👉
Let me tell you how.
Contact us to know more about the tips!



Soft Sell 7

Psst.. hey! Do you know the difference between shrimps and prawns? 🦐
Most people don't know that they're different! Do YOU want to know?
Here are some major differences between them. We all learn something new everyday, huh? Contact us to learn more 🌟!

	
Shrimp	Prawns
<ul style="list-style-type: none">- Mostly found in salt water- Smaller- Part of sub-order Pleocyemata- Plate-like gills- Curled body	<ul style="list-style-type: none">- Mostly found in fresh water- Bigger- Part of sub-order Dendrobranchiata- Branching gills- Straight body

Soft Sell 8

Selamat Hari Raya Aidiladha to all my Muslim friends! I hope you're all having a blessed raya filled with rendang and ketupat 🌙
Bored of just having rendang every raya? Why not spice up your beef?
Come and order with us and serve your family members our spring rolls! Don't wait any longer, come and contact us for more info 🌟




Soft Sell 9


Have you been to Vietnam? Know any interesting places there?
 Can't think of any places to visit? Here are some places that are interesting to visit in Vietnam!
 Want to feel like traveling to Vietnam without actually going there? Contact us for more info!

PLACES IN VIETNAM


Hanoi:



Ho Chi Minh City:



Hoi An:



Soft Sell 10

Do you know that vegetables can give us many benefits? 🌱 It can lower blood pressure and lower risk of digestive problems!
 In a food pyramid, vegetables are the second most serving we need to take. We not only provide healthy meals, but it also comes with protein. You will not be disappointed for sure.
 Curious? Contact us ASAP! 📞

Food Guide Pyramid A Guide to Daily Food Choices

Fats, Oils, & Sweets
USE SPARINGLY

Milk, Yogurt, & Cheese Group
2-3 SERVINGS

Vegetable Group
3-5 SERVINGS

Meat, Poultry, Fish, Dry Beans, Eggs, & Nuts Group
2-3 SERVINGS

Fruit Group
2-4 SERVINGS

Bread, Cereal, Rice, & Pasta Group
6-11 SERVINGS

KEY
 □ Fat (naturally occurring □ Sugars (added)
 These symbols show fats, oils, and added sugars in foods.



Soft Sell 11

Did you know that gift giving is one of the love languages? 📦 Who doesn't love receiving gifts, especially food?
 Don't know what to give them? Why not try our Spring Rolls? I guarantee they'd love it! ❤️
 Just text the number in our bio.



Soft Sell 12

Do you know what the benefits of chicken are? All this time we eat chicken without knowing 📖
 For today we will be sharing with you guys what the benefits are! Did you learn something new today? Well knowledge is meant to be shared.
 What are you waiting for? Come and text us to find out more 📞!!

BENEFIT OF CHICKEN

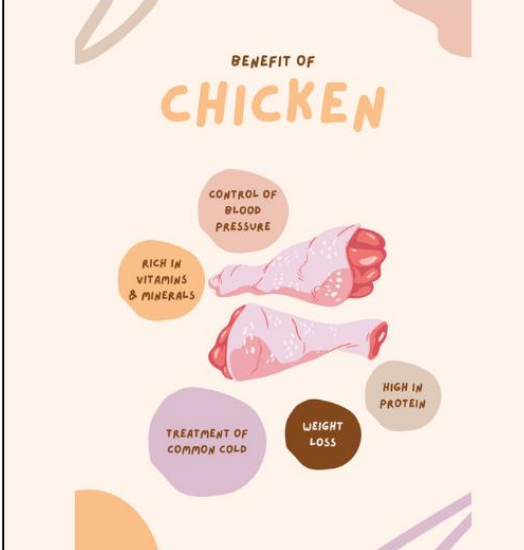
CONTROL OF BLOOD PRESSURE

RICH IN VITAMINS & MINERALS

TREATMENT OF COMMON COLD

WRIGHT LOSS

HIGH IN PROTEIN



Soft Sell 13

Did you know that by eating meat, it could enhance muscle growth? There are many more benefits we could get from eating beef 🍖

Wanna know more about the benefits? I am sure this is also new information to most of us because we rarely know the benefits of meat!

Now that you know, come and place your order of our beef spring roll with us 🍱

Health Benefits of Meat

Cures insomnia

Triggers memory

Improves concentration levels

Enhances muscle growth

Reduces risk of heart disease

Prevents ageing

Tackles rickets

Prevents anemia



Soft Sell 14

Hi everyone!! How are you feeling? Feeling fine?

Did you know why it is important that we must eat healthy?

Wanna know why? Let us share with all of you today!

Now that we know eating healthy is important we must try to eat healthier now.

Come and order your healthy Vietnamese spring roll!

10 Benefits of Eating Healthy

1. Improves memory and concentration
2. Improves your immune system
3. Increased energy
4. Beautiful skin
5. Increased productivity
6. More nutrients for the body
7. Handle stress better
8. Better rest and sleep
9. Digestive and cellular health
10. Weight loss



Soft Sell 15

Hello everyone, would you like to know some fun facts about Vietnam? 🇻🇳

We do not know many facts about Vietnam. Some of them are funny and confusing.

Today we will share 11 fun facts about Vietnam that are considered most interesting!!

Now that you have 11 fun facts about Vietnam, what do you think is interesting?

Want to feel like you are in Vietnam, what are you waiting for to come and order our spring roll!!!

11 FUN FACTS of VIETNAM

- Skinnny House**: Skinnny and tall houses just like the country
- Millionaires**: Everyone is a Millionaires because Vietnam currency has so many zeros
- Skinnny House**: Skinnny and tall houses just like the country
- Pee vs kiss**: Pee in public, kiss in private
- Population**: In total more than 96M (North + South + South-West, and more man than women)
- Son Doong Cave**: Vietnam is famous for caves esp. Son Doong is the largest cave in the world
- Fair Skin**: Vietnamese woman prefer white (fair) skin, that's why they dress up like Ninja just to keep
- Complicated Address**: One dash for one alley
- Traffic**: Traffic is "organized chaos" just like electric net
- Cashew Nut**: No.1 cashew nut's exportation in the world
- Motorbike**: The most popular vehicle - each family owns about 4 motorbikes
- Cafe's Heaven**: There are coffee shops in every corners and serving in different styles

Soft Sell 16

Did you know? The first day of spring is called the vernal equinox. The term vernal is Latin for "spring" and equinox is Latin for "equal night" 🌸

And also the term "spring fever" refers to a both psychological and physiological symptoms associated with the arrival of spring, including daydreaming, and increased appetite. Do these facts pique your interests?

Do you feel the spring fever too? Come and order our spring roll to feed your appetite 🍱



4.0 MY ENT CERTIFICATES

4.1 JADZIA REANNA BINTI JOHARI

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2020812796
Nama	:	JADZIA REANNA BINTI JOHARI
Program Pengajian	:	SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGURUSAN SUMBER MANUSIA
Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Offline
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	2022
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://www.facebook.com/VietSpringtime
Alamat Premis Perniagaan	:	UiTM Cawangan Selangor Kampus Puncak Alam Bandar Puncak Alam, 42300 Puncak Alam, Selangor
Tarikh Mendaftar	:	24 May 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	24 May 2022
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH		
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

4.2 CHE UMMU KULTHUM BINTI SULAIMAN



Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2020884772
Nama : Che Ummu Kulthum Binti Sulaiman
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGURUSAN SUMBER MANUSIA
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Offline
Bidang Perniagaan yg diceburi : Makanan
Tempoh Berniaga : 2022
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/VietSpringtime>
Alamat Premis Perniagaan : UiTM Cawangan Selangor Kampus Puncak Alam Bandar Puncak Alam,
42300 Puncak Alam, Selangor
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SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

4.3 NUR QURRATUL AINI BINTI ZAINAL FITHRI



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2020869706
Nama : NUR QURRATUL AINI BINTI ZAINAL FITHRI
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGURUSAN SUMBER MANUSIA
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Offline
Bidang Perniagaan yg diceburi : Makanan
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SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

5.0 SSM CERTIFICATE



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**VIET SPRINGTIME ENTERPRISE
NO. PENDAFTARAN: 202203176143 (003415431-H)**

telah didaftarkan dari hari ini sehingga **13 JULAI 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di


Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **14 JULAI 2022**.


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

6.0 PROFILE E-COMMERCE


6.1 JADZIA REANNA BINTI JOHARI

PERSONAL PROFILE	BUSINESS PROFILE																																																
 <p>JADZIA REANNA BINTI JOHARI</p>	<p>Personal Information Edit</p> <table><tr><td>Name</td><td>: JADZIA REANNA BINTI JOHARI</td><td>Phone/Mobile</td><td>:</td></tr><tr><td>New Identity Card No.</td><td>:</td><td>Home Address</td><td>:</td></tr><tr><td>Email Address</td><td>:</td><td>District</td><td>:</td></tr><tr><td>City</td><td>:</td><td>Postcode</td><td>:</td></tr><tr><td>State</td><td>:</td><td>Personal Instagram</td><td>:</td></tr><tr><td>Personal Facebook</td><td>:</td><td>Race</td><td>:</td></tr><tr><td>Gender</td><td>:</td><td>Special Need Required</td><td>:</td></tr><tr><td>Marital Status</td><td>:</td><td></td><td>:</td></tr></table> <p>Institution Information Add New</p> <p>UiTM Puncak Alam - ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (ENT530U) - MAC22</p> <table><tr><td>Type of Institution</td><td>: IHL</td><td>Institution List</td><td>: Universiti Teknologi MARA</td></tr><tr><td>State of Institution</td><td>: Selangor</td><td>Name of Institution</td><td>: UiTM Puncak Alam</td></tr><tr><td>Address of Institution</td><td>: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam,</td><td>City</td><td>: Puncak Alam</td></tr><tr><td></td><td></td><td>Postcode</td><td>: 42300</td></tr></table>	Name	: JADZIA REANNA BINTI JOHARI	Phone/Mobile	:	New Identity Card No.	:	Home Address	:	Email Address	:	District	:	City	:	Postcode	:	State	:	Personal Instagram	:	Personal Facebook	:	Race	:	Gender	:	Special Need Required	:	Marital Status	:		:	Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam	Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam,	City	: Puncak Alam			Postcode	: 42300
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6.2 CHE UMMU KULTHUM BINTI SULAIMAN


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6.3 NUR QURRATUL AINI BINTI ZAINAL FITHRI

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7.0 BUSINESS PROFILE

7.1 JADZIA REANNA BINTI JOHARI

PERSONAL PROFILE	BUSINESS PROFILE																																										
 JADZIA REANNA BINTI JOHARI	<table><tr><td>Company Name</td><td>: Viet Springtime</td><td>Company Registration No.</td><td>:</td><td></td><td>Edit</td></tr><tr><td>Type Of Business</td><td>: Enterprise</td><td>Business Role</td><td>:</td><td>Product Owner</td><td></td></tr><tr><td>Facebook Page</td><td>: https://www.facebook.com/VietSpringtime</td><td>Business Category/Business Sub-Category</td><td>:</td><td>Food & Beverages / Food & Beverages</td><td></td></tr><tr><td>Wechat for Business</td><td>:</td><td>Business Instagram Page</td><td>:</td><td></td><td></td></tr><tr><td>Marketplace</td><td>: Others</td><td>Business Website</td><td>:</td><td></td><td></td></tr><tr><td>Business Related to Your Study Field</td><td>: Yes</td><td>Type Of Website</td><td>:</td><td></td><td></td></tr><tr><td></td><td></td><td>Experience in International Export</td><td>:</td><td></td><td></td></tr></table>	Company Name	: Viet Springtime	Company Registration No.	:		Edit	Type Of Business	: Enterprise	Business Role	:	Product Owner		Facebook Page	: https://www.facebook.com/VietSpringtime	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	:		
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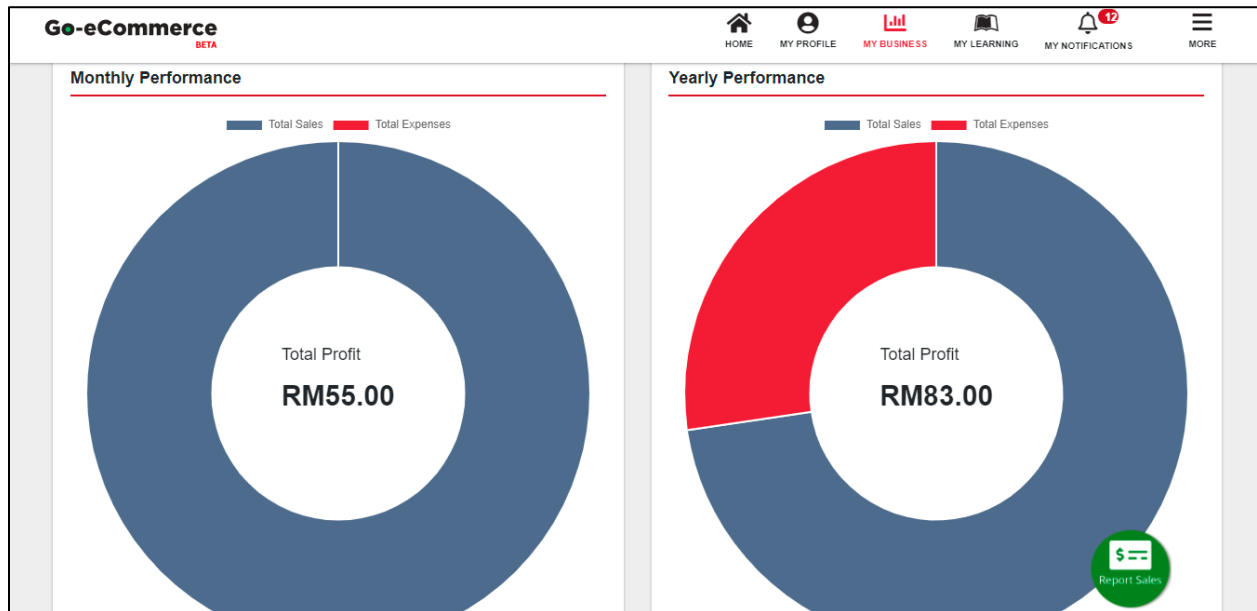
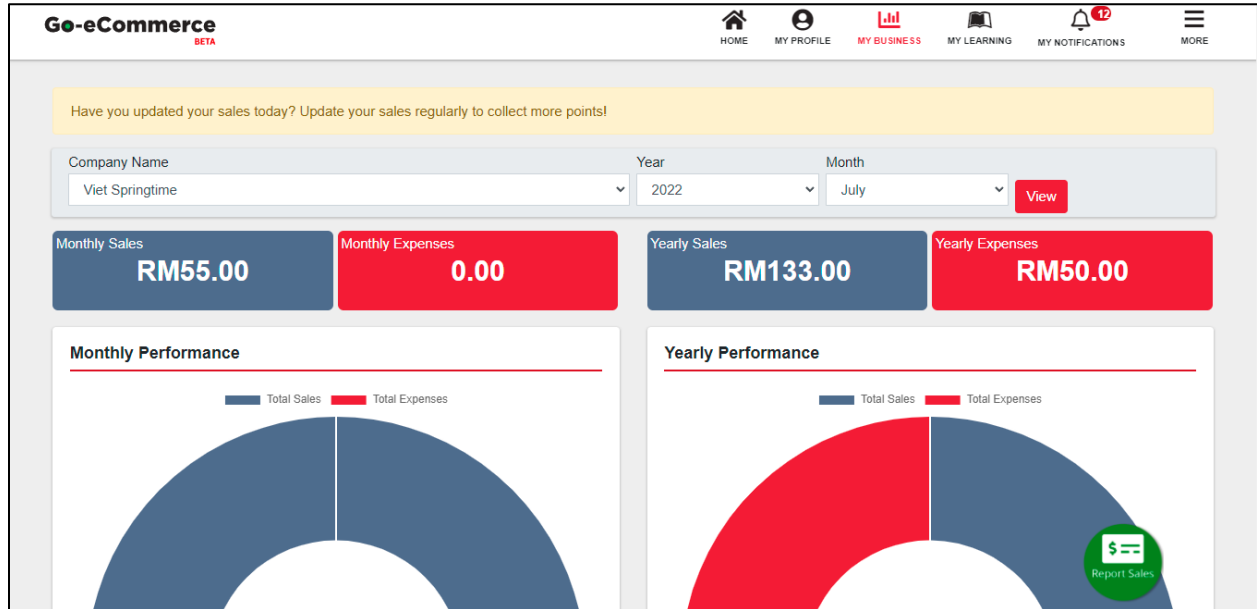
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		Experience in International Export	:																																								

8.0 PROFIT



Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Viet Springtime	12/06/2022	online	Social Media		9				Mix Spring Roll	14/07/2022
Viet Springtime	16/06/2022	online	Social Media		7				Prawn Spring Roll	14/07/2022
Viet Springtime	18/06/2022	online	Social Media		7				Chicken Spring Roll	14/07/2022
Viet Springtime	20/06/2022	online	Social Media		9				Mix Spring Roll	14/07/2022
Viet Springtime	22/06/2022	online	Social Media		9				Beef Spring Roll	14/07/2022
Viet Springtime	24/06/2022	online	Social Media		7				Crab Spring Roll	14/07/2022
Viet Springtime	28/06/2022	online	Social Media		7				Crab Spring Roll	14/07/2022
Viet Springtime	01/07/2022	online	Social Media		7				Chicken Spring Roll	14/07/2022
Viet Springtime	05/07/2022	online	Social Media		7				Prawn Spring Roll	14/07/2022
Viet Springtime	09/07/2022	online	Social Media		7				Crab Spring Roll	14/07/2022
Viet Springtime	01/06/2022	expenses				Goods	Raw material	50	Raw Material for Spring Roll ingredients	14/07/2022
Viet Springtime	12/07/2022	online	Social Media		9				Mix Spring Roll	14/07/2022
Viet Springtime	13/07/2022	online	Social Media		7				Crab Spring Roll	14/07/2022
Viet Springtime	13/06/2022	online	Social Media		9				Mix Spring Roll	14/07/2022
Viet Springtime	15/06/2022	online	Social Media		7				Prawn Spring Roll	14/07/2022

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Springtime	022									022
Viet Springtime	09/07/2022	online	Social Media		9				Beef Spring Roll	14/07/2022
Viet Springtime	30/06/2022	online	Social Media		7				Prawn Spring Roll	14/07/2022
Viet Springtime	09/07/2022	online	Social Media		9				Beef Spring Roll	14/07/2022

9.0 CONCLUSION

Viet Springtime was able to gain customer awareness in accordance with our objectives. University students, young adults, and senior citizens make up the majority of our target market. Many individuals are also interested in our product since we provide competitive pricing that meets our customers' budget. Furthermore, we received a lot of great feedback from customers about how much they enjoy our Vietnamese Spring Rolls as dessert or during supper. We have not only achieved our objective and exceeded our customers' expectations, but we also learned a lot about managing a business, namely how to advertise on social media.

We have used Facebook and WhatsApp as our social media platforms to market our products as well as communicate with and understand what our customers' need. This is one of the reasons we were able to fulfill our sales target. This business has also taught us how to employ teaser marketing, soft sell, and hard sell. Clearly, when we utilize these three strategies to obtain the target likes that we seek on our company page, we can see the growth of our business. In conclusion, this topic is really valuable and supports many students increase their understanding that business is a simple action that can be done to earn additional cash. Particularly among those who may be able to put it to use in real life, which would surely benefit them.