



اُنِيْوَرْسِيْ تُكْنُوْلُوْجِيْ مَارَا
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MARA

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dan Animasi

UNIVERSITI TEKNOLOGI MARA
. FACULTY OF FILM, THEATER AND ANIMATION (FITA)

ENT530
PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO: TORTILLA CHEESE

PREPARED BY:
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MOHAMMAD AIRUL BIN MOHD FAUZI (2020959473)

PREPARED FOR:
MISS NUR NAJJAH BT ABD RAHIM

ACKNOWLEDGEMENT

In completing this assignment given to us, We have received a lot of help and guidance from many people. So, We would like to thank all the parties who helped us a lot in completing this assignment and We were also able to complete this assignment on time as required by the lecturers.

Most importantly, We would like to thank Allah that We were able to complete this task smoothly and successfully. Many thanks also to the ENT530 subject lecturer, Miss Nur Najjah Binti Abd Rahim for giving us a lot of guidance on the assignment and helping us complete this assignment.

We would also like to thank the friends who have helped me to some extent by guiding us indirectly in making this assignment and also to the family members who have given us a lot of encouragement, inspiration and support for us to complete this task well.

EXECUTIVE SUMMARY

Tortilla Cheese is categorized as a snack. We are interested in choosing to sell such food as our business is because we believe this food can soar on social media and in the market because Tortilla Cheese is very popular with many people regardless of age, especially those who love chocolate. This is because, the main ingredient used by this food is chocolate.

Tortilla Cheese is a snack sale that can be said to be in high demand and popular and the ingredients used are also quality. I as a trader believe that food quality is very important in business. We also want these Tortilla Cheese customers to always be satisfied with their food. We also hope the sale of Tortilla Cheese will continue to grow and become famous in the future. Tortilla Cheese is very special because it is made by homemade and uses only quality ingredients.

The most famous main ingredient in Tortilla Cheese is that we use original Tortilla Cheese Brands. This cheese is not too sweet and suitable for all ages and guarantees the satisfaction of our customers. The packaging for Tortilla Cheese is also well handled by us so that no damage can affect the Tortilla Cheese business.

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1.0 GO-ECOMMERCE REGISTRATION

Mohamad Alieff Haikal Bin Ismail

The screenshot displays the 'Go-eCommerce BETA' user profile page. The user is logged in as Mohamad Alieff Haikal Bin Ismail. The page is divided into two main sections: 'PERSONAL PROFILE' and 'BUSINESS PROFILE'. The 'PERSONAL PROFILE' section includes fields for Name, New Identity Card No., Email Address, City, State, District, Postcode, Personal Facebook, Gender, Marital Status, Race, and Special Need Required. The 'BUSINESS PROFILE' section includes fields for Institution Information, Type of Institution, State of Institution, Address of Institution, Institution List, and Name of Institution. The user's profile is currently in the 'PERSONAL PROFILE' tab.

Field	Value
Name	MOHAMAD ALIEFF HAIKAL BIN ISMAIL
Phone/Mobile	
Home Address	
New Identity Card No.	
Email Address	
City	
State	
District	
Postcode	
Personal Facebook	
Gender	
Marital Status	Single
Race	Malay
Special Need Required	No
Type of Institution	IHL
State of Institution	Selangor
Address of Institution	Universiti Teknologi
Institution List	Universiti Teknologi MARA
Name of Institution	UiTM Puncak Alam

Figure 1: Personal & institution information

The screenshot displays the 'Institution Information' section of a user profile on the Go-eCommerce BETA platform. The page is titled 'UiTM Puncak Alam - ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (FF2314A)'. It contains two columns of information: personal details on the left and institutional details on the right. The personal details include Type of Institution (IHL), State of Institution (Selangor), Address of Institution (Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .), District of Institution (Kuala Selangor), Level of Study (Bachelor Degree), Course Name (ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (FF2314A)), Subject Name (ENT530 - PRINCIPLES OF ENTREPRENEURSHIP), and Month Enrolling the Subject (10). The institutional details include Institution List (Universiti Teknologi MARA), Name of Institution (UiTM Puncak Alam), City (Puncak Alam), Postcode (42300), Study Status (Full time), Class Name (FF2314A), Year Enrolling the subject (2022), Lecturer Name (Nur Najjah binti Abd Rahim), Year Of Internship Enrollment (2022), and Period of Internship Training (12 Months). There are 'Edit' and 'Delete' buttons next to the 'Study Status' field. The page also features a navigation bar with links to HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE. The bottom of the screen shows a Windows taskbar with the search bar and system tray.

Institution Information	
UiTM Puncak Alam - ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (FF2314A)	
Type of Institution	IHL
State of Institution	Selangor
Address of Institution	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .
District of Institution	Kuala Selangor
Level of Study	Bachelor Degree
Course Name	ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (FF2314A)
Subject Name	ENT530 - PRINCIPLES OF ENTREPRENEURSHIP
Month Enrolling the Subject	10
Institution List	Universiti Teknologi MARA
Name of Institution	UiTM Puncak Alam
City	Puncak Alam
Postcode	42300
Study Status	Full time
Class Name	FF2314A
Year Enrolling the subject	2022
Lecturer Name	Nur Najjah binti Abd Rahim
Year Of Internship Enrollment	2022
Period of Internship Training	12 Months

Figure 2: Business profile

Mohammad Airul Bin Mohd Fauzi

Go-eCommerce BETA

MOHAMMAD AIRUL BIN MOHD FAUZI

Personal Information

Name	: MOHAMMAD AIRUL BIN MOHD FAUZI	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:		:		
City	:	District	:		
State	:	Postcode	:		
Personal Facebook	:	Personal Instagram	:		
Gender	: Male	Race	:	Malay	
Marital Status	: Single	Special Need Required	:	No	

Institution Information [Add New](#)

UiTM Puncak Alam - ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (FF2314A)

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, Selangor, .	City	:	Puncak Alam
		Postcode	:	42300
District of Institution	: Kuala Selangor		:	
Level of Study	: Bachelor Degree	Study Status	:	Full time
Course Name	: ENT530 - PRINCIPLES	Class Name	:	FF2314A

[Edit](#) [Delete](#)

Figure 3: Personal & institution information

Go-eCommerce BETA

Institution Information [Add New](#)

UiTM Puncak Alam - ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (FF2314A)

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, Selangor, .	City	:	Puncak Alam
		Postcode	:	42300
District of Institution	: Kuala Selangor		:	
Level of Study	: Bachelor Degree	Study Status	:	Full time
Course Name	: ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (FF2314A)	Class Name	:	FF2314A
		Year Enrolling the subject	:	2022
Subject Name	: ENT530 - PRINCIPLES OF ENTREPRENEURSHIP	Lecturer Name	:	Nur Najjah binti Abd Rahim
		Year Of Internship Enrollment	:	2022
Month Enrolling the Subject	: 4	Period of Internship Training	:	12 Months
Internship Enrollment	: Yes	Expected Month To Complete Study	:	2
Month of Internship Enrollment	: April		:	
Expected Year To	: 2023		:	

[Edit](#) [Delete](#)

Figure 4: Business profile

2.0 MyENT CERTIFICATE

Mohamad Alieff Haikal Bin Ismail

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UTM

No. Pelajar : 2020717925
Nama : MOHAMAD ALIEFF HAIKAL BIN ISMAIL

Program Pengajian : SARJANA MUDA FILEM (KEPUJIAN) SINEMATOGRAFI
Fakulti : Faculty of Film, Theater & Animation
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg diecubin : Makanan

Tengoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan :
Alamat Premis Perniagaan :
Tarikh Mendatar : 01 Feb 2022
Tarikh Kemaskini : 01 Feb 2022
Tarikh Cetak : 01 Feb 2022

Siti Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dipertontonkan oleh pelajar universiti pengajian di UTM. Sijil ini akan terus kekal sah sebagai bukti bahawa perniagaan yang telah didaftarkan ini telah didaftarkan dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diberikan untuk tujuan perniagaan sahaja dalam UTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh perniagaan adalah risiko dan tanggungjawab sendiri tanpa melibatkan kementerian dan nama Universiti.

SALINAN PENDAFTARAN INI DIPESAN OLEH
PENOLONG NAIB CANSelor KEUSAHAWANAN UTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Mohammad Air ul Bin Mohd Fauzi

UNIVERSITI TEKNOLOGI MARA Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020559473
 Nama : MOHAMMAD AIRUL BIN MOHD FAUZI
 Program Pengajian : SARJANA MUDA FILEM (KEPUJIAN) SINEMATOGRAFI
 Fakulti : Faculty of Film, Theater & Animation
 Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
 Bidang Perniagaan yg diceburi : Makanan
 Tempoh Perniagaan :
 No. Pendaftaran Perniagaan :
 URL Perniagaan :
 Alamat Premis Perniagaan :
 Tarikh Mendaftar : 01 Feb 2022
 Tarikh Kemaskini :
 Tarikh Cetak : 01 Feb 2022

Siti Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Siti ini secara tidak langsung akan terbita apabila penama menamatkan pengajian oleh pihak agensi sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis. Penggunaan siji ini tanpa diberikan untuk kegunaan rasmi oleh UITM sebagai Universiti dan sambilan perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSelor KEUSAHAWANAN UITM
 Malaysian Academy of SME & Entrepreneurship Development (MASMED)

3.0 INTRODUCTION OF BUSINESS

3.1 Name and Address of Business

The company name is Tortilla Cheese. Tortilla Cheese is the official and most trusted business in the market, social media and especially the high support from customers. This Tortilla Cheese business is located at

The manufacture of Tortilla Cheese is made directly by us from home. Before producing the Tortilla Cheese, we will first

ensure that the materials used are of good quality and make customers satisfied when buying Tortilla Cheese from us. The method of manufacture is also not very complicated and very easy to further our work. We do not have to worry about our customers because these Tortilla Cheese sales are very good.

Name of Business	
Business Address	
Telephone Number	
Form of Business	Dropship
Main Activities	Shopping & retails sale
Facebook Page	Tortilla cheese

3.2 Organizational Chart



Mohamad Alieff Haikal Bin Ismail
Fauzi

(Business Owner)



Mohammad Airul Bin Mohd

(Business Co-Owner)

3.3 Mission and Vision

This vision can be defined as something that a business wants to achieve in the future. While the mission is what will be done to be achieved in the future.

Mission

- Customers are treated like members of a family because without customers we will not achieve success in business.
- Maintain the highest quality materials used and further improve the level of service to customers.

Vision

- Becoming one of the top searches that customers often visit through the internet.

3.4 Description of Product and Services.



This tortilla cheese business is not only focused on sales production in Kelantan but also outside Kelantan. This food product is made by us and does not contain hazardous materials. This is because in terms of quality, we only use high quality material. Customer wishes are our top priority and we will soon do the same improvements to Tortilla Cheese production if customers are dissatisfied.

We will also ensure that the packaging of Tortilla Cheese is neat and the container used will also be evaluated for quality so that it is not easily damaged because the way of packaging is the main attraction for our customers. These sales products are sold and widely distributed on social media such as facebook. Customers can contact us through social media if they want to make a purchase.

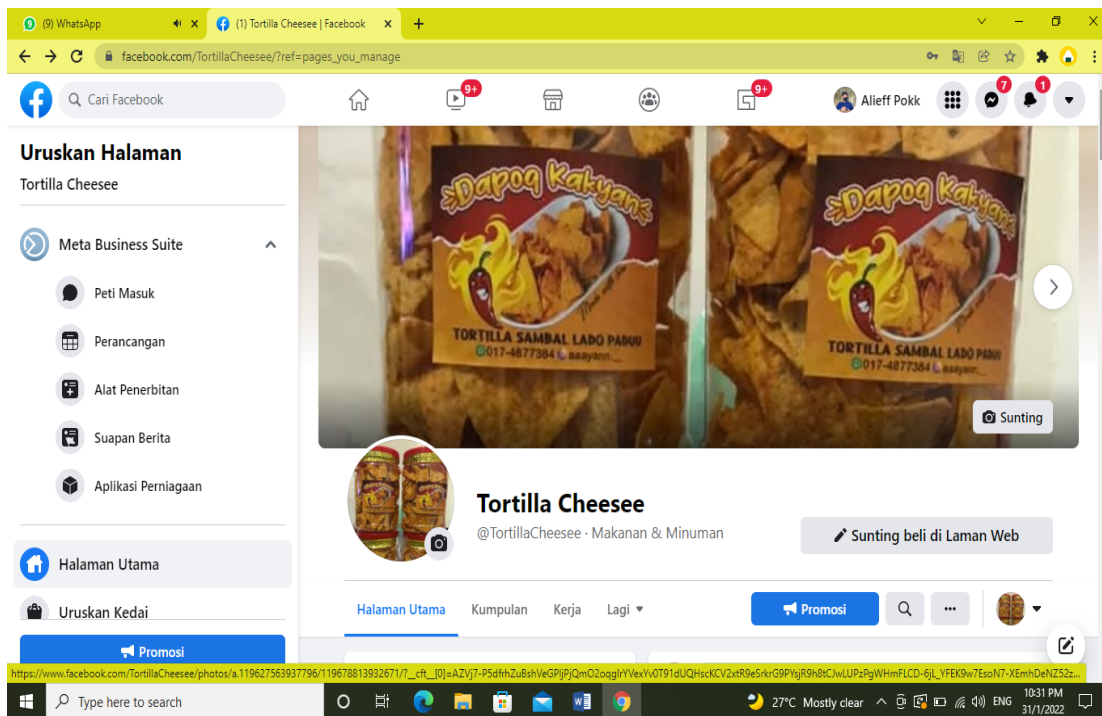
We provide delivery services not only in Kelantan but also in other states as well. Apart from Cash on Delivery (COD) service, we also use postal service for our customers who are outside Kelantan.

3.5 Price List

Product	Price
	TORTILLA CHEESE RM 13.00

4.0 FACEBOOK (FB)

4.1 Creating Facebook (FB) page



4.2 Customizing URL Facebook (FB) Page

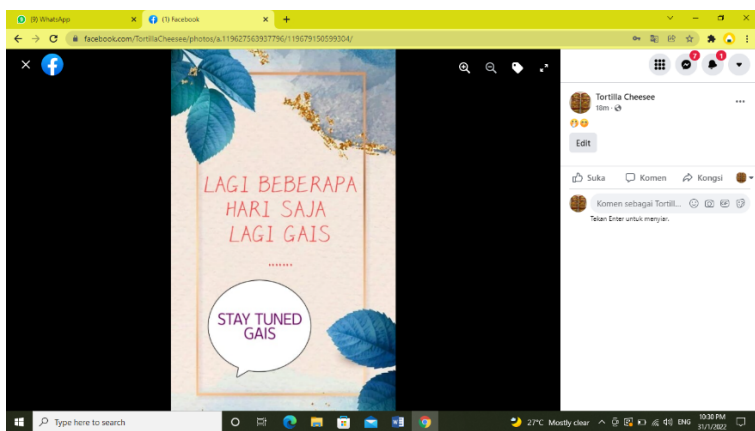
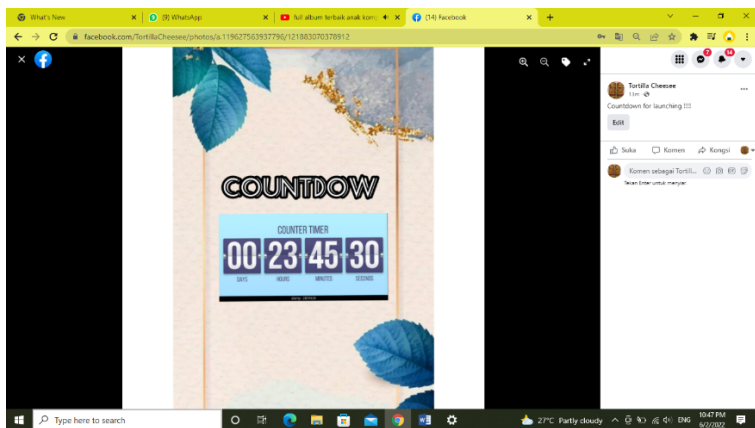
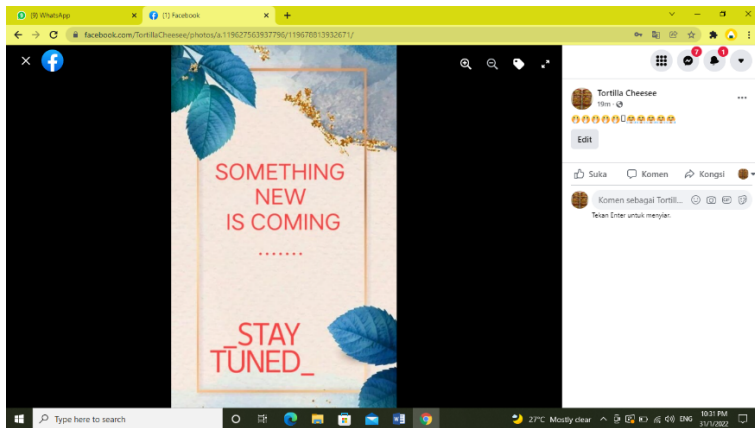
Facebook

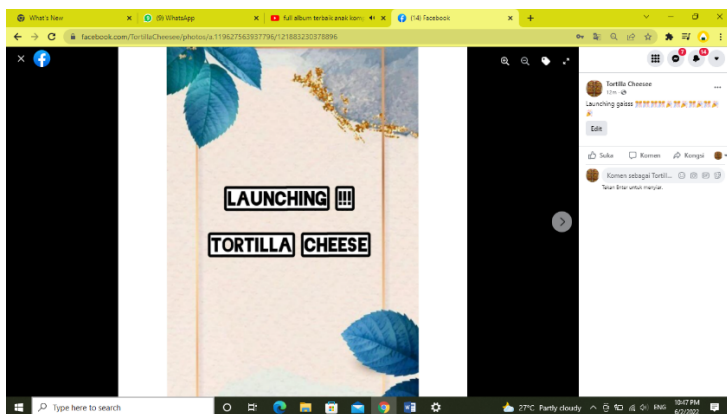
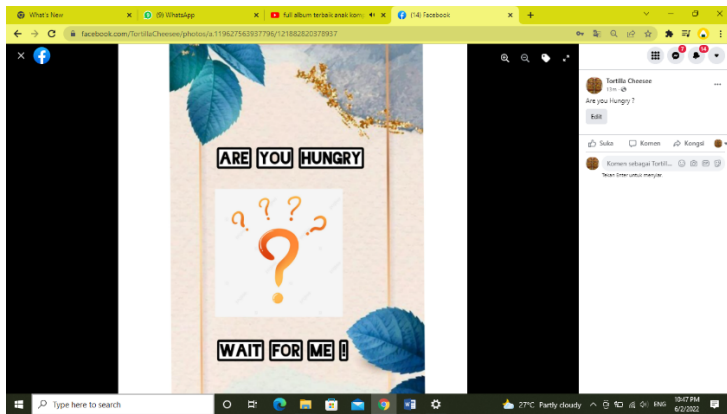
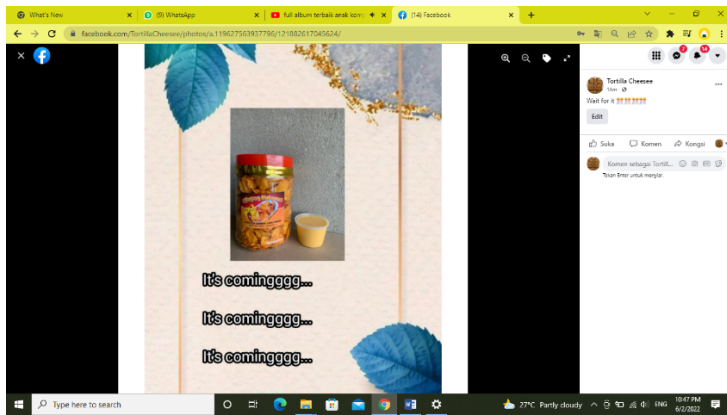
URL

page

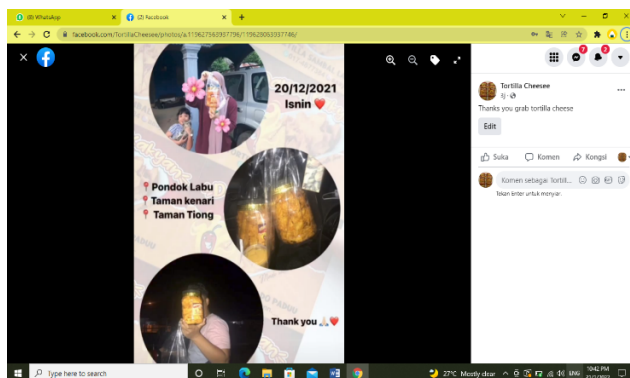
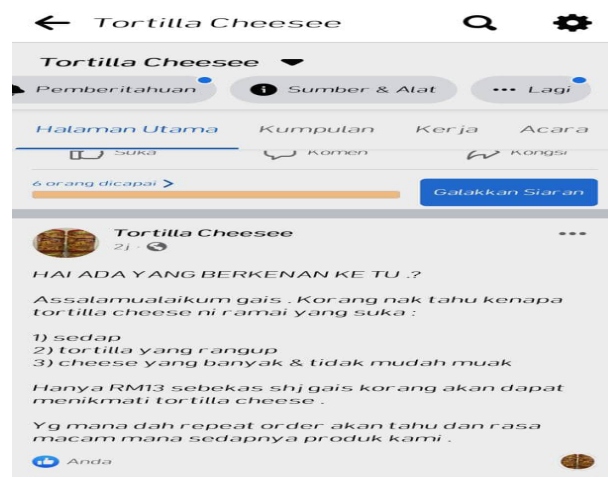
<https://www.facebook.com/TortillaCheese/>

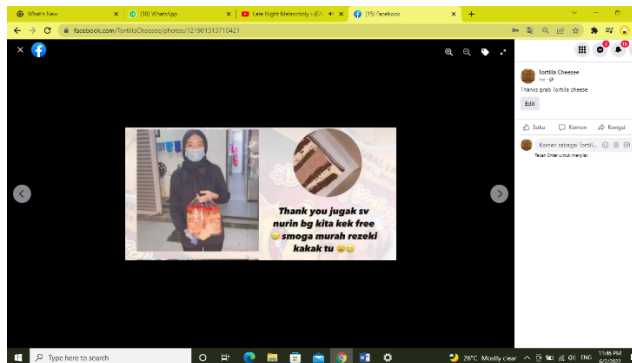
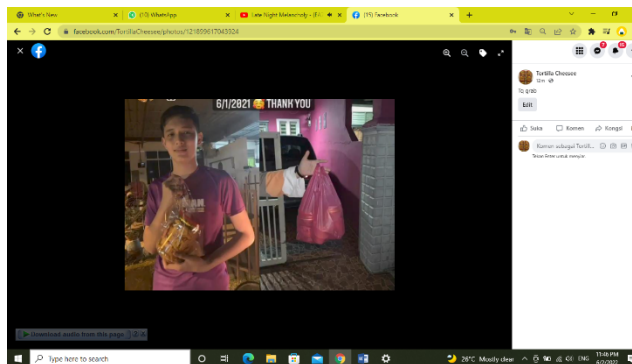
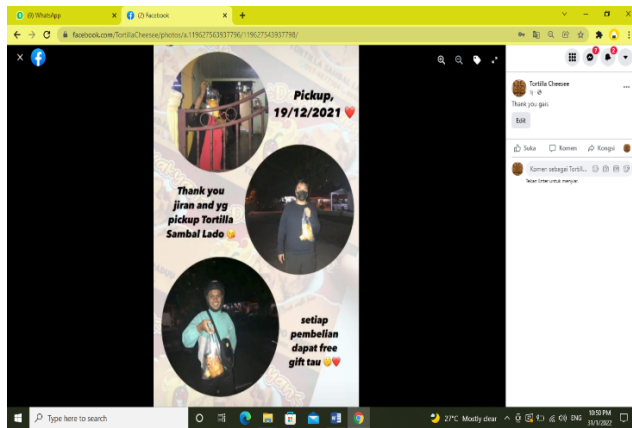
4.3 Facebook (FB) post - Teaser

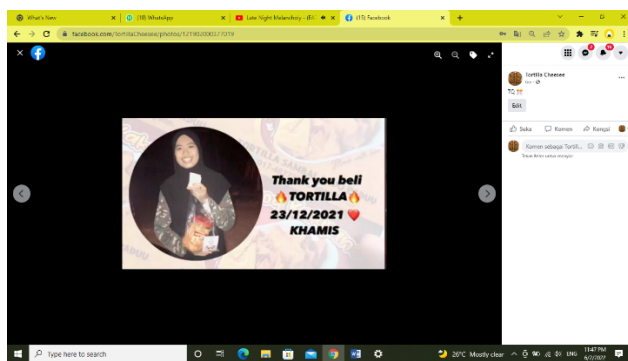
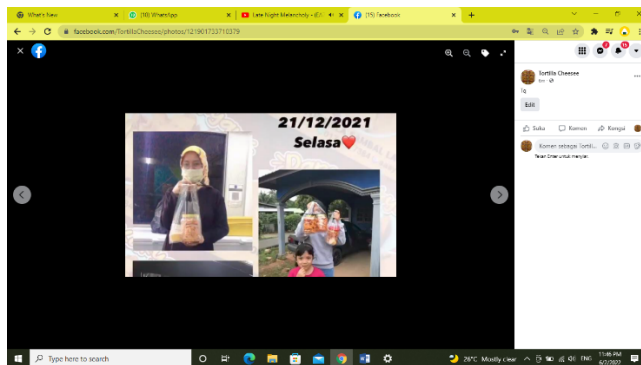
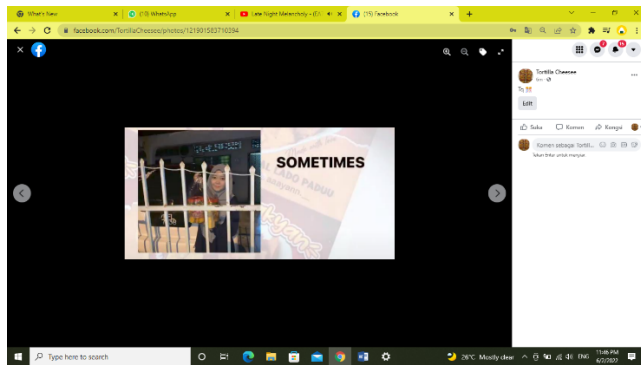


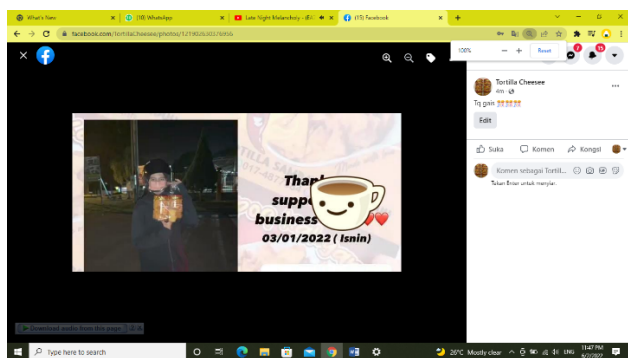
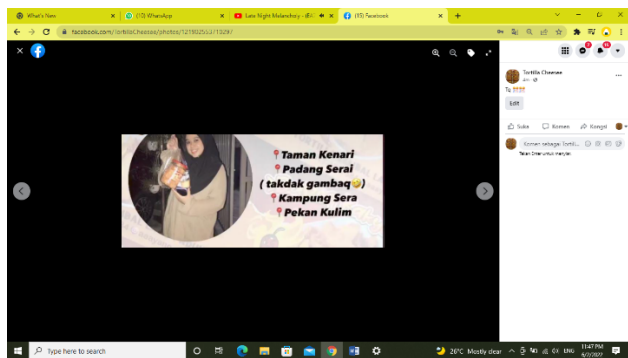
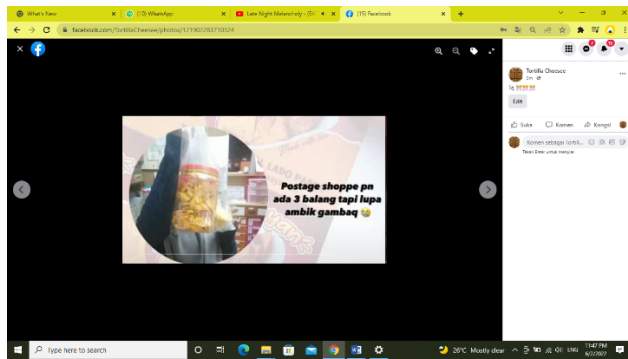


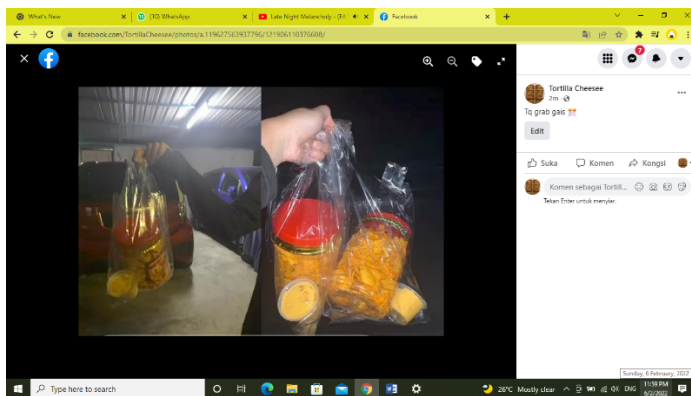
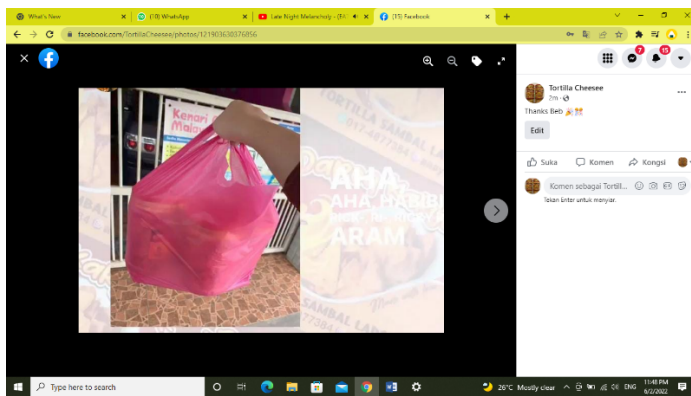
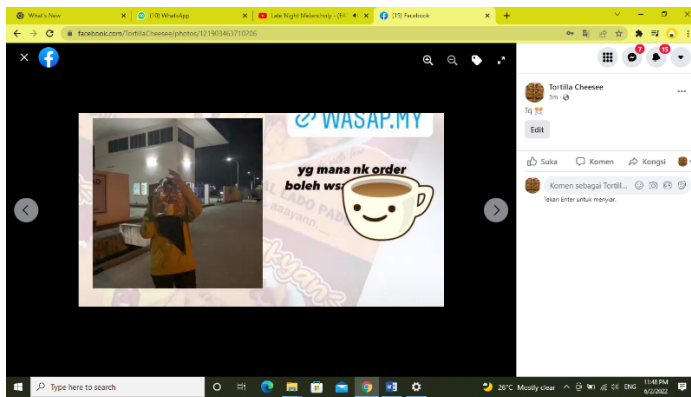
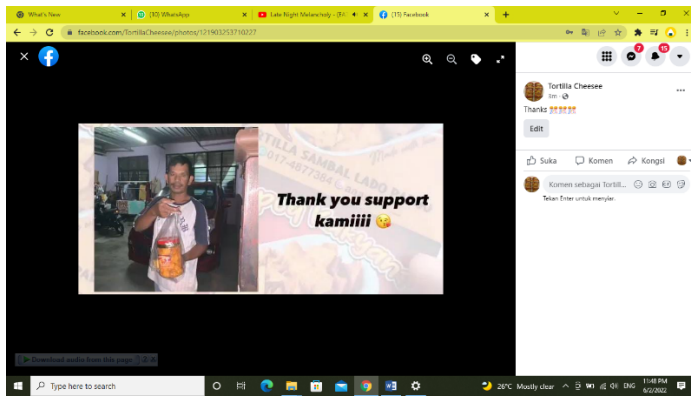
4.4 Facebook (FB) post - Copyw riting (Hard sell)



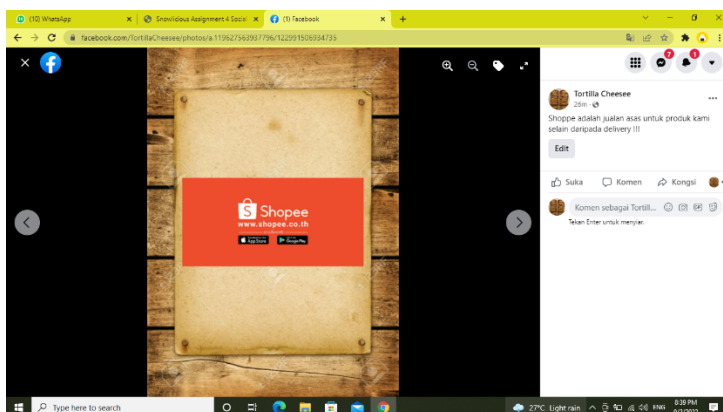
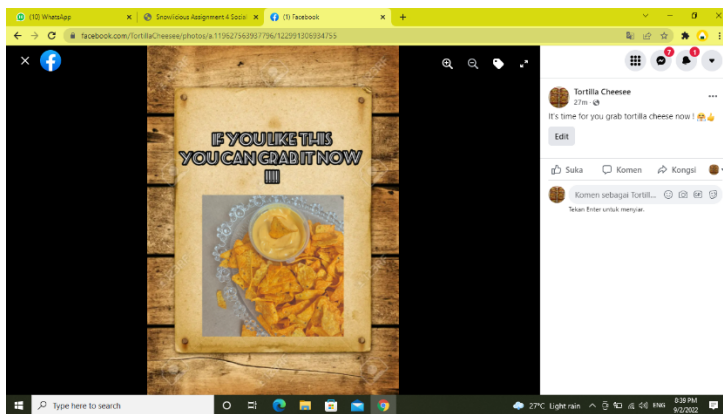
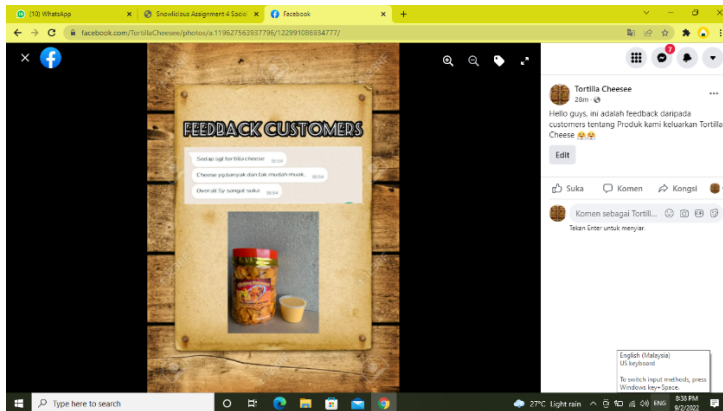


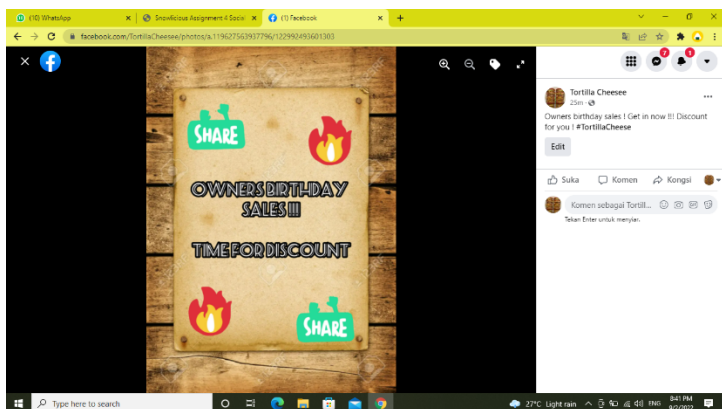
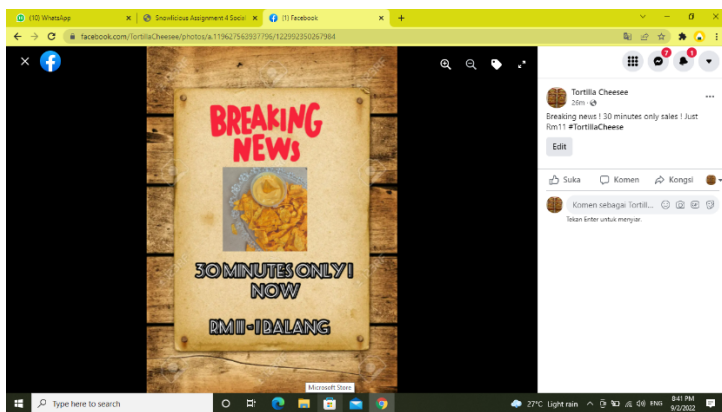
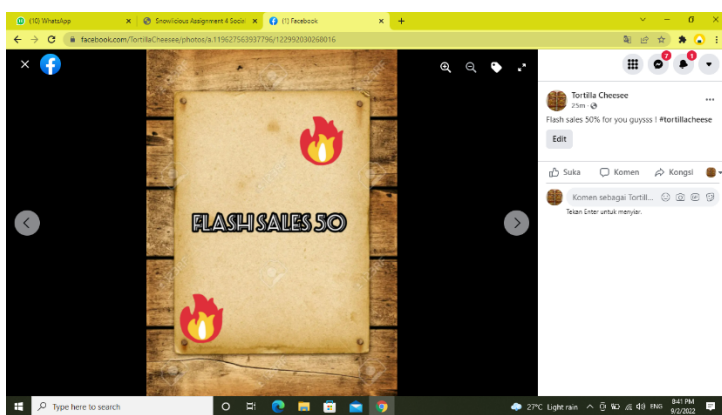


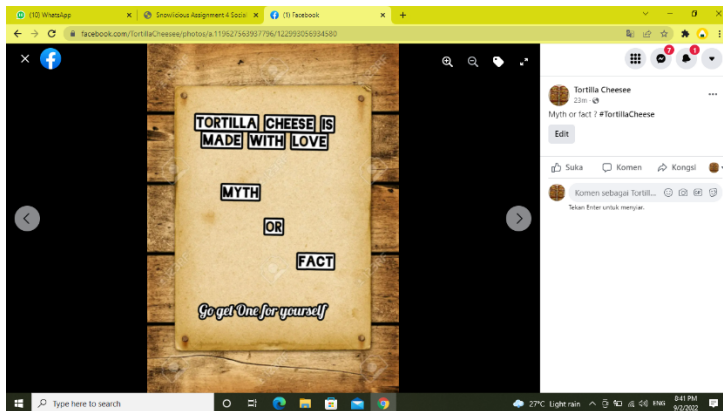
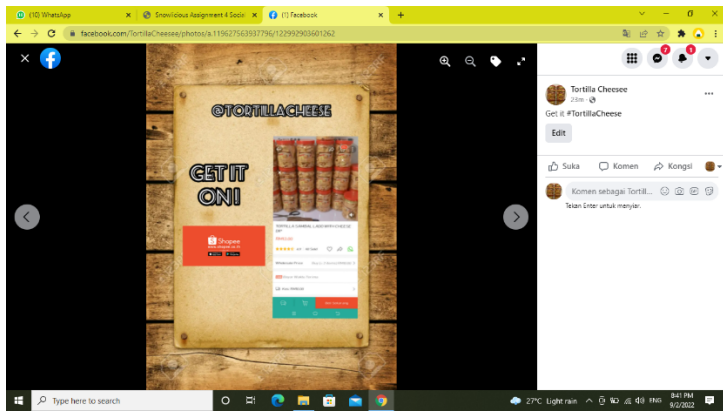
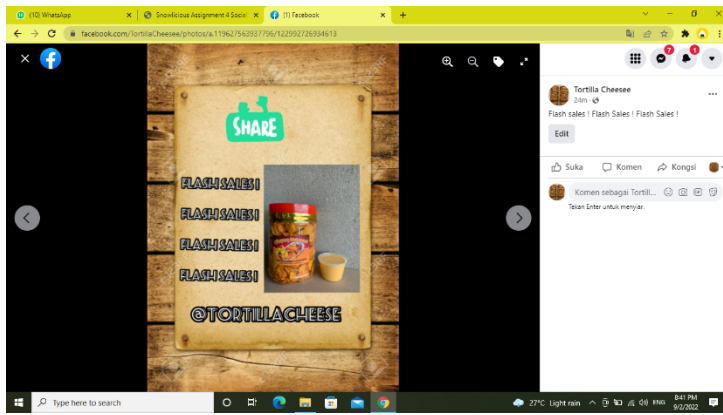


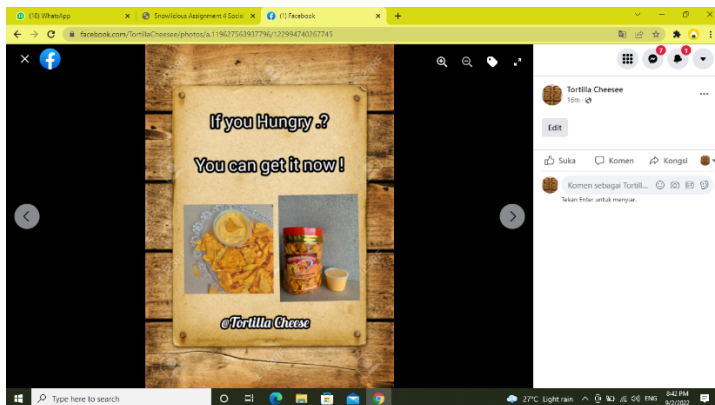
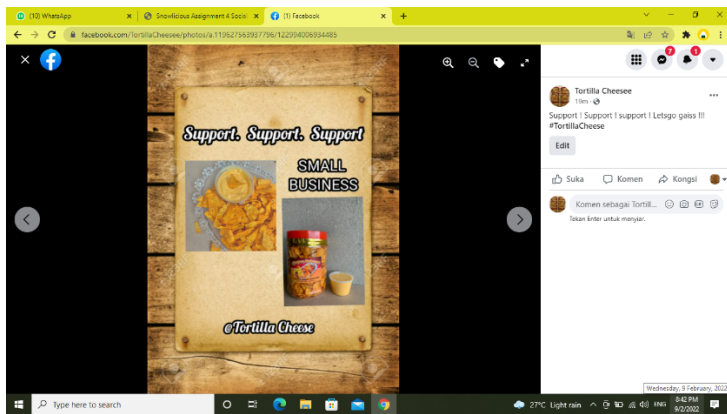
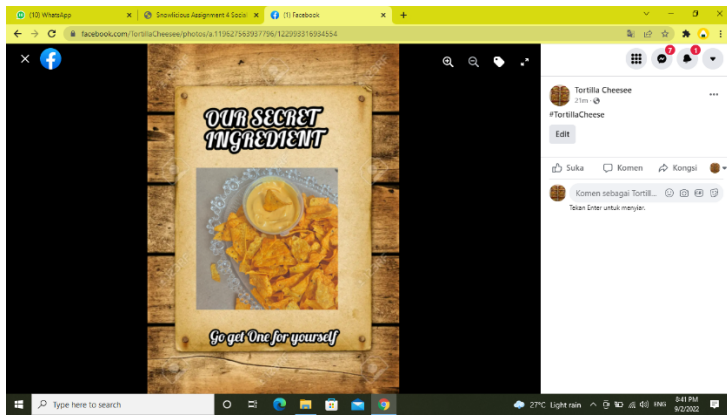


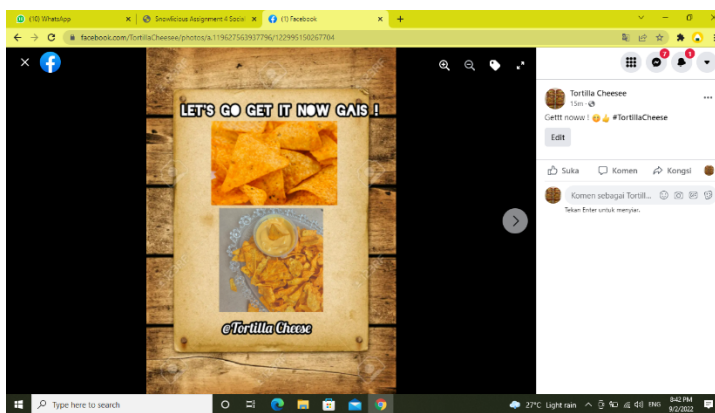
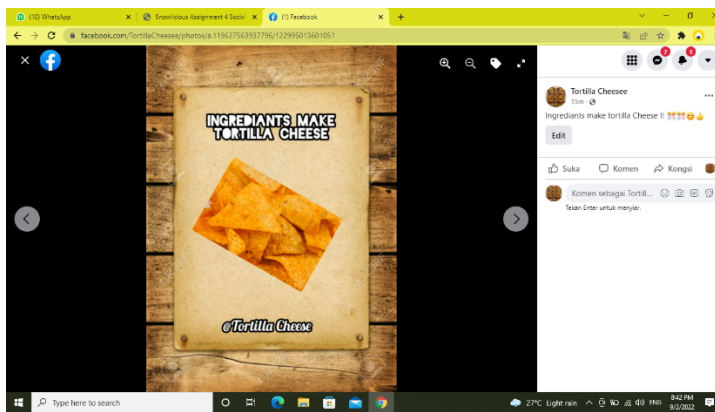
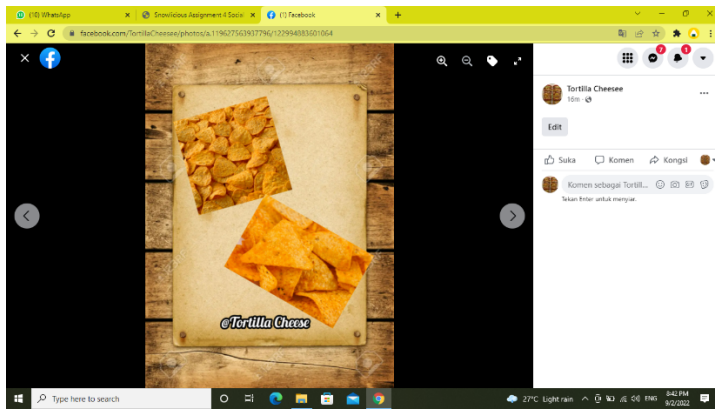
4.5 Facebook (FB) post - Copyw riting (SOFT SELL)











4.6 Graphic





5.0 CONCLUSION

In conclusion, for anyone who is interested in doing business, they need to have entrepreneurial nature in themselves and guarantee good personal qualities to be a successful trader. Overall, they need to know the characteristics of entrepreneurs such as willing to take risks in any situation and the nature of patience and tolerance should be in themselves as a trader.

ENT 530 is a subject that has taught us a lot about Entrepreneurship and gave us a little bit of knowledge on how we want to start a business. Through this subject, We have managed to run my business well without experiencing any major problems.

After We have succeeded this task, We have gained a lot of knowledge about the use of social media and until now, we know how important this social media is to traders who want to start their business and social media also makes it easier for traders to connect with customers without having to face all the time. Thank you.