



اُونِيُوْزْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 530:

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA

LECTURER'S NAME:

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BA242 3A

1. ACKNOWLEDGEMENT

Alhamdulillah I have finally completed social media Facebook profile, The Cake Fairy. I never thought that I can finish this job on time but apparently I did and thank to Allah SWT for giving me the strength and the will to get it done.

During the whole period of preparing this social media report especially during the pack week before mid-semester break before submitting this report, I went through a lot of tough times. I believe without one person that has been guiding me throughout this journey, I will not go to make it to the finishing line. I would like to express my deepest appreciation to all those who provided me the possibility to complete this report. A special gratitude I give to my lecturer, Sir Mohammad Zaim Bin Mohd Salleh whose contribution in stimulating suggestions and encouragement, helped me to coordinate my project especially in writing this report. Thank you very much.

Finally, I also owe an acknowledgement to my family for their support in no matter what I do. They also help me a lot of such as providing me with necessary financial to make this assignment a success project. I would also like to thank all the people for their help directly and indirectly to complete our assignment. Without their helps and supports from those we mentioned above, we would face all kind of problems and difficulties in completing this assignment.

Thank you.

2. EXECUTIVE SUMMARY

The Cake Fairy is the name of my business was established on 29 September 2018. This business is based on a sole proprietorship. This business is registered under Business Registration Act 1956 as Nuraina Amira Binti Kamaruddin with registration number is a new company that operated in Malaysia.

This business' product is suitable for everyone. This product also easy to carry and eat in anywhere. Even children also can eat this product. Furthermore, the customer can place their order anytime since the business provides Cash on Delivery facility.

In addition, I believe that this business can achieve a profit at least RM61 from Facebook profile per month. It must give full commitment and cooperation to achieve it.

I sell Chocolate Moist Cake at UiTM Puncak Alam, as I studied there and to get extra income so that I will not depends on my parents only. I choose this place to sell my product as it is very suitable for student and lecturer to buy it.

Lastly, I believe that this business can generate more profit because the product is targeted to all income levels, and for all of the customers' level of. I also believe that I will be able to achieve the business goal.

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4. BUSINESS REGISTRATION (SURUHANJAYA SYARIKAT MALAYSIA)


SEMANJUNG SYARIKAT MALAYSIA
SEMI-MAJLIS SYARIKAT MALAYSIA

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

NURAINA AMIRA BINTI KAMARUDDIN
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