

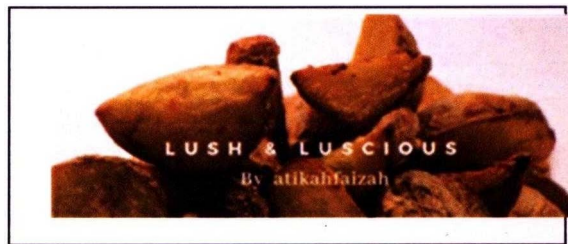


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UNIVERSITI
TEKNOLOGI
MARA

ENT 530:

PRINCIPLES OF ENTREPRENEURSHIP'

(SOCIAL MEDIA REPORT)



PREPARED FOR:

MOHAMMAD ZAIM BIN MOHD SALLEH

BA242 3A

NO.	NAME	MATRIC NUMBER
1	ATIKAH FAIZAH BINTI MOHD MARZUKI	2017503995

1. ACKNOWLEDGEMENT

Alhamdulillah I have finally completed social media Facebook profile which is Lush and Luscious. To be honest, 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 which is 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

Lush and Luscious is my new business that established on 28 September 2018. This business is based on a sole proprietorship. This business is registered under *Business Registration Act 1956* as Atikah Faizah binti Mohd Marzuki with registration name 002893481-T is a new company that operated in Malaysia. My company's name is Lush and Luscious as it fancy name and delicious if heard it.

This business' product is suitable for all people. This product also easy to carry and eat in everywhere. Even children also can eat this product. In the future, Lush and Luscious wants to ensure that Lush and Luscious have competitive advantages on customers from all of my competitors.

Furthermore, this company will be operating every day and 24 hours for customers to make an order and for delivery will be made once the order has been received. Then suitable time will be chosen the based on the order made by customers'.

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 Lush and Luscious 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 especially when student want to doing their assignment and when they craving for something cheese.

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)



BORANG D (KAEDAH 13)



PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956


Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

ATIKAH FAIZAH BINTI MOHD MARZUKI
NO. PENDAFTARAN: 002893481-T

telah didaftarkan dari hari ini sehingga **10 OKTOBER 2019** di bawah Akta
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