



اَوْنِبُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA  
PORTFOLIO

BILIS RANGUP KENENET

NAME	NURUL SHAZREEN BINTI RIZAL (2017350993)
CLASS	BA 242 3A
LECTURER	MOHAMMAD ZAIM MOHD SALLEH
DATE OF SUBMISSION	13/12/2018

## ACKNOWLEDGEMENT

In preparation of my assignment, I had to take the help and guidance from some respected persons who deserve my deepest gratitude. As the completion of this assignment gave me much pleasure, I would like to show my gratitude to my Principles of Entrepreneurship (ENT530)'s lecturer, Sir Mohammad Zaim bin Mohd Salleh for giving me guidelines throughout numerous consultations. I would also like to expand my gratitude to all those who have directly and indirectly guided me in writing and completing this assignment.

In addition, a thank you to my mother Rose Aini binti Mat Said, who helped me in producing the product and my father Rizal bin Abdul Rahman for buying the raw materials each time the orders came. Without them, Bilis Rangup Kenenet would not happen.

Finally, I would like to thank every single person who liked and shared my Facebook page especially my families and friends as well as my customers because without them, I would not succeed in completing this assignment.

## EXECUTIVE SUMMARY

Bilis Rangup Kenehet is originally an idea from my mother, Rose Aini binti Mat Said. She making this dish since I was a kid and it is one of my favourite dish. Apart from that, she came out with this idea because my big families would always have her cook the dish every time we returned to our hometown. In addition, her friends would also order for any occasions that they attend.

What makes my product different from other existing product is most of Sambal Ikan Bilis is wet while my product is cooked until it dries. Thus, my product can stay longer even if outside the refrigerator. On the other hand, my product has secret ingredient which most of the existing product does not have. So, I believe this is quite an opportunity for my product to go further.

Furthermore, my marketing strategy is by using social media especially Facebook to promote my product. Any deals and promotion will be post on my Facebook so my customers are aware of it. Besides, any incoming order will be through Messenger as well as Whatsapp. Customers can check incoming stocks on my Facebook page so that they know when they can order.

## TABLE OF CONTENTS

NO	CONTENTS
1	BUSINESS REGISTRATION (SSM)
2	INTRODUCTION OF BUSINESS
3	FACEBOOK
4	CONCLUSION

## 1. BUSINESS REGISTRATION (SURUHANJAYA SYARIKAT MALAYSIA (SSM))

Here are the documents needed in order to open up Bilis Rangup Kenenet.

- i. Suruhanjaya Syarikat Malaysia Business Certificate
- ii. Business Profile/ Business Information
- iii. Borang A