



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLE OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO

NAME

Nurul Asyiqin Binti Idris

CLASS

AC2203N

LECTURER'S NAME

SIR MOHAMMAD ZAIM BIN MOHD SALLEH

SUBMISSION DATE

22nd NOVEMBER 2019

TABLE OF CONTENT

BIL	CONTENT	PAGE
1	Acknowledgement	2
2	Executive Summary	3
3	1.0 Business Registration – Suruhanjaya Syarikat Malaysia (SSM)	4
4	2.0 Introduction of Business 2.1 Name and Address of Business 2.2 Mission and Vision 2.3 Description of product and service 2.4 Price List	5-6
5	3.1 Customing URL Facebook (FB) page	7
6	3.2 Facebook post teaser	8-9
7	3.3 Facebook post – Hard Sell	10-13
8	3.4 Facebook post – Soft Sell	14-17
9	3.5 Frequency of posting	18
10	3.6 Sales Report	19-20
11	Conclusion	21

ACKNOWLEDGEMENT

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 beloved lecturer, Sir Mohd Zaim Bin Salleh, whose contribution in stimulating suggestion and encouragement, helped me to coordinate my assignment especially in writing this report.

Furthermore, I would also like to acknowledge with much appreciation the crucial role which is the founder of Yankee business, Encik Idris Bin Marwah, which is my father who gave the permission to use her business as my social media assignment and complete the task 'Social Media Portfolio'.

A special thanks goes to my classmtes who helped me in completed this task with give some ideas and inspiration. I have to appreciate the all of people that help me.

EXECUTIVE SUMMARY

This business name is Yankee Fruity. This business opened when I have been asking to complete my individual project which is online business that requires student to open a Facebook page. Before that, I registered my business with Suruhanjaya Syarikat Malaysia (SSM) under the name of NURUL ASYIQIN BINTI IDRIS. The registration number for this business is 003033993-A. Registered location of my business is a LOT 6444 JALAN SURAU SEBAYA , KG BUKIT KAPAR 42200 KAPAR, SELANGOR. Any information or detail can contact this number 011-61189781

According to this business, I was assign to the media social as a medium to gain knowledge and information in entrepreneur life. This is because, this subject are very competitive and expose me to the real world of the entrepreneur life.

I learn so many things in business life and how to market the products. It is not as easy as it seems which is I needed to attract many people and make them believe the product that we sell. I learn a lot of things which my lecturer teach me this subject. I have improved myself and my business from I have no idea with the business and now I learn a lot about marketing and sales.

1.0 BUSINESS REGISTRATION


MAM
MENTERI KERAJAAN MALAYSIA
MINISTER OF MALAYSIAN INDUSTRY

BOKANG D (KARDAS 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

NURUL ASYIQIN BINTI IDRIS
NO. PENDAFTARAN: 201903291717 (003033993-A)

telah didaftarkan dari hari ini sehingga 20 OKTOBER 2020 di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **LOT 6444 JALAN SURAU SEBAYA
KG BUKIT KAPAR, 42200 KAPAR, SELANGOR**

Bil. Cawangan: TIADA

Bertarikh di SISTEM EZBIZ pada 21 OKTOBER 2019.


DR. AZMAN BIN HUSSIN
Pendaftar Perniagaan
Sememangjung Malaysia

Word: E220 Doc: /doc/Doc 21 10 2019 10:12