



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ بِاِمَارَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLE OF ENTREPRENEURSHIP (ENT 530)
SOCIAL MEDIA PORTFOLIO**

PREPARED BY

FACULTY AND PROGRAMME: FACULTY OF ACCOUNTANCY
BACHELOR OF ACCOUNTANCY (HONOURS) AC220
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ACKNOWLEDGEMENT

First of all I would to express my deepest gratitude to everyone that has been helping me to complete my individual assignment which is social media portfolio. I would like to say thank you to my Entrepreneurship subject lecturer, Sir Mohammad Zaim bin Mohd Salleh for guiding me along the way to complete this assignment. Without his guidance, I might not be able to complete the task.

Next, thank you to my friends and family for always supporting me and giving me advise to not giving up in doing this assignment since there are a lot of things to do and to consider when doing this social media portfolio.

Lastly, thank you to my customers for purchasing my products and giving a good feedback towards my products. Without them, I might not gaining any sales and not be able to complete the sales report.

EXECUTIVE SUMMARY

Chocorice Puncak Alam is the name of my business in social media portfolio. The type of business for my social media portfolio is food. I am selling chocojar. At first, I am not really confident in selling this or even started doing an online business, but with the guidance from the lecturer and also the knowledge that I get from this subject, I put the courage and try to begin doing online business. Finally, I have started my online business by selling chocojar.

For the briefly explanation, I get the name of my business as Chocorice Puncak Alam because I am the dropship agent in Puncak Alam area. As we all knows that it is hard to do online business especially when we are a student. But then with the determination that I have, I manage to achieve the target selling at the given time. I am also doing frequent posting on my social media in order to gain more customers. Other than frequent posting, I am also doing some hard and soft selling in order to attract customers attention. Facebook teaser also helping me to promote my products and designs.

Lastly, in order to start any business, we have to prove that we are a registered business. Hence we have to get it from Suruhanjaya Syarikat Malaysia(SSM) to register for our business.

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SURUHANJAYA SYARIKAT MALAYSIA (SSM) REGISTRATION



BORANG D (KAEDAH 13)



PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

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Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **16 OKTOBER 2019**.

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