



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF ACCOUNTANCY
MARA UNIVERSITY OF TECHNOLOGY**

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

**INDIVIDUAL ASSIGNMENT
(SOCIAL MEDIA PORTFOLIO - KEREPEK BRONIS BY AD)**

Prepared by:

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AC2203E

Submitted to:

SIR MOHAMMAD ZAIM BIN MOHD SALLEH

Date of submission:

22/11/2019

ACKNOWLEDGEMENT

First of all, it is the Almighty ALLAH who gives us the sense to understand what is right and wrong. I have to prepare with proper acknowledge and information which we got from various sources of references.

At this point, I would like to acknowledge some of the people who have made a major contribution to prepare the assignment. First and foremost, Sir Mohammad Zaim Bin Mohd Salleh, my lecturer and study assignment instructor, who has given the instructions to prepare the assignment correctly. I highly grateful to some individual who help me a lot either directly or indirectly and make me easy in preparing the assignment.

EXECUTIVE OF SUMMARY

The assignment is the study on how to run a business by using the social media. I have chosen a business to be run by me which is a business of selling brownies chips product for brownies lovers. I have learned on how to promote our products by using social media which is Facebook. Facebook is a social networking and e-commerce site that makes it a strategic platform for entrepreneurs to market their products/services. While doing this assignment, I have learned on how to create sale postings by using teaser, hard sell and soft sell. Actually, an entrepreneur has to be proficient when closing sales using effective "soft sell" to answers customers' enquiries.

Furthermore, I have learned on how attract customers and introduce our product to the customers. We need to set our customers target in order to make sure that our business running smoothly. We must know what customers want. We also need to know how to handle the upcoming problems.

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1.0 BUSINESS REGISTRATION



BORANG D (KAEDAH 13)



PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

NUR ADLINA BINTI BADLI
NO. PENDAFTARAN: 003025221-H

telah didaftarkan dari hari ini sehingga **2 OKTOBER 2020** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di **BLOK M, NO 7, FASA 1E , 32040 SERI
MANJUNG, PERAK**

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **3 OKTOBER 2019**.

DR. AZMAN BIN HUSSIN
Pendaftar Perniagaan
Semenanjung Malaysia

2.0 INTRODUCTION OF BUSINESS

2.1 BUSINESS PROFILE

Name of business : Nur Adlina Binti Badli
Business address : Blok M, No 7, Fasa 1E, 32040 Seri Manjung, Perak.
E-mail address : nuradlinabadli@gmail.com
Telephone number : 019 4710319

2.2 ORGANIZATIONAL CHART

Kerepek Bronis by Ad is co-founded by Nur Adlina Binti Badli assisted by Operation Manager. There are three departments under operation which is mixing, baking and packaging.

