



اوتيو تكنولوجي مارا
**UNIVERSITI
TEKNOLOGI
MARA**

(BA232 3B)

**FACULTY OF BUSINESS MANAGEMENT
BACHELOR IN OFFICE SYSTEMS MANAGEMENT**

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO

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Bismillahirrahmanirahim.

Thankful to the divine for the grace and grace of the time, the energy given to me can also accomplish Social Media Portfolios one of the requirement that need to be accomplish in the course work assessment for the code ENT 530. First of all, I would like to dedicate this appreciation to my beloved lecturer, Madam Asma Shazwani Binti Shari for her guidance and her kindness in helping me during the process of completion of this Social Media business work. Without her, I would not be able to complete this portfolio. Our deepest gratitude to our colleagues for their guidance, assistance and assistance in providing all the necessary facilities and moral support to complete this task. Finally, I would like to thank those involved directly or otherwise in completing this assignment. Thank you.

EXECUTIVE SUMMARY

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. Many people define social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers. Social media ability to share photos, opinions, events, others in real-time has transformed the way we live and, also, the way we do business. Crispy Choco Jar (CCJ) provided food which is bubble rice and chocolate that gives high satisfaction for customer. Crispy Choco Jar (CCJ) has a markets product line as "The Best Crispy Choco Jar You Will Ever Have". Crispy Choco Jar (CCJ) business has seen a started begin September 2019. I started a business with capital RM80 and got sales RM200 per year. The target customers for my product are all ages which is young and older. This Crispy Choco Jar (CCJ) is cheap and affordable price for the customers to buy especially students in University Technology Mara (UiTM) Campus Machang. Thus, I make affordable price because want to gives attraction customer to buy my products. I also create Facebook to expand my business through social media and learn how to post Facebook post for business product which is teaser poster, soft sell and hard sell. I also must raise the revenue at least RM61 and above and prudent spending for my product to avoid profit fails.

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BUSINESS REGISTRATION SURUHANJAYA SYARIKAT MALAYSIA (SSM)



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

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