



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

INDIVIDUAL ASSIGNMENT SOCIAL MEDIA PORTFOLIO

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DATE OF SUBMISSION : 22 NOVEMBER 2019

ACKNOWLEDGEMENT

First of all, I really want to thanks to ALLAH. It is the Almighty ALLAH that give me time to have a new experience in when I am doing this assignment.

At this point, I would like to express my special thanks of gratitude to my study assignment instructor, Lecture Mohammad Zaim Bin Mohd Salleh, who given the instructions and support me to prepare the assignment correctly. I really appreciated and grateful to the person who help me a lot either directly and indirectly and make me easy in preparing the assignment

EXECUTIVE 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 many flavor of cakes such as brownies, red velvet, carrot , pastry fruit and chocolate ‘berhantu’ . By doing this business, I have learned on how to control and 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 or services. While doing this assignment, I have learned on how to create sale postings by using teaser, soft sell and hard sell. Actually, an entrepreneur has to be proficient when closing sales using effective “soft sell” to answers customer’s enquiries.

Moreover, I have learned on how to attract our customers and introduce our product to the customers. We need to set our customers target in oder 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 ZAHIRAH BINTI NA'IM
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telah didaftarkan dari hari ini sehingga 1 OKTOBER 2020 di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di **LOT 33 JALAN PAUH PUNGGAH KG
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Bil. Cawangan: TIADA

Bertarikh di SISTEM EZBIZ pada 2 OKTOBER 2019.

DR. AZMAN BIN HUSSIN
Pendaftar Perniagaan
Semenanjung Malaysia

2.0 INTRODUCTION OF BUSINESS

2.1 Business Profile

Name of business : NUR ZAHIRAH BINTI NA'IM

Business Address : 33, Jalan Pauh Punggah Kg Malaysia Raya Sg Besi 57100 Kuala Lumpur

E-mail address : zahirahnaim123@gmail.com

Telephone Number : 011-23160296

2.2 Organizational Chart

Zalicious Cakes is co-founded by Manager Nur Zahirah binti Na'im assisted by Operation Manager Hartini Binti Ahmad Tarmizi and three other operational staffs which is bakers.

