



اَوْنِبُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Alor Gajah



FACEBOOK PAGE SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

JANUARY 20TH, 2021

PREPARED BY:

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EXECUTIVE SUMMARY

Pasta is a staple food of Italian cuisine. However, pasta is very famous worldwide as it is so easy to make and tastes super delicious. As for DapuRiya Pasta, I will reinvent the pasta experience for individuals, families and take-away customers by selling high quality, innovative products at a reasonable price, designing tasteful, very convenient deliveries and take-aways and providing the best customer service to the customers.

The signature line of this innovative and premium DapuRiya Pasta's dishes include Spaghetti Benzema, Spaghetti Aglio Terlio, Spaghetti CarboRiya and Spaghetti Bolognese. Next, DapuRiya Pasta uses Facebook as the medium of selling the products. It is the key platform for sellers and buyers to interact and transactions are made. Also, DapuRiya Pasta's conduct a cash on delivery system as it would be easier for both sellers and buyers.

In addition, on DapuRiya's Facebook account, I complied both hard sell and soft sell writing styles in order to enhance and attract a lot of customers. By using that way, I will be visible and are able to gain a lot of customers in buying our products. As I know, Facebook is a popular social media platform to use. This is because, customers will get to observe before buying. They will get to see how the sellers interact with customers and the testimonies of the products.

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BUSINESS REGISTRATION

E-COMMERCE

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PERSONAL PROFILE
BUSINESS PROFILE

Intan Zarith Soraya binti Shahfawi

Personal Information

Name	Intan Zarith Soraya binti Shahfawi	Phone/Mobile	0175171239	Edit
New Identity Card No.	970303075374	Home Address	Universiti Teknologi MARA (UiTM) Melaka, Kampus Alor Gajah, Km 26 Jalan Lendu, 78000 Alor Gajah, Melaka	
Email Address	intanzarithsoraya@gmail.com	District	Lendu	
City	Alor Gajah	Postcode	14000	
State	Melaka	Personal Instagram	intanzarithsoraya	
Personal Facebook		Race	Malay	
Gender	Female	Special Need Required	No	
Marital Status	Single			

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Type of Institution	IHL	Institution List	Universiti Teknologi MARA	
State of Institution	Melaka	Name of Institution	UiTM Melaka	
Address of Institution	Universiti Teknologi MARA (UiTM) Melaka, Kampus Alor Gajah, Km 26 Jalan Lendu, 78000 Alor Gajah, Melaka	City	Alor Gajah	
District of Institution	Alor Gajah	Postcode	78000	
Level of Study	Bachelor Degree	Study Status	Full time	Edit Delete
Course Name	communication & media studies	Class Name	MMC5A&5B	
Subject Name	Principles of Entrepreneurship	Year Enrolling the subject	2020	
Month Enrolling the Subject	10	Lecturer Name	SITI NAZIRAH BINTI OMAR	
Internship Enrollment	No	Year Of Internship Enrollment		
Month of Internship Enrollment		Period of Internship Training		
Expected Year To Complete Study	2021	Expected Month To Complete Study	9	
Related To Study Field	Yes			

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PERSONAL PROFILE
BUSINESS PROFILE

Company Name	DapuRiya Pasta	Company Registration No.		Edit
Type Of Business	Sdn. Bhd	Business Role	Product Owner	
Facebook Page	DapuRiya Pasta	Business Category/Business Sub-Category	Food & Beverages / Food & Beverages	
Wechat for Business		Business Instagram Page		
Marketplace		Business Website	https://www.facebook.com/rinaintan.dapuriya	
Business Related to Your Study Field	Yes	Type Of Website	eCommerce Platform	
		Experience in International Export	No	

INTRODUCTION

- Name of the product** : DapuRiya Pasta
- Address** : 23C, Unit 3, Jalan Bukit Minyak 1, 14000 Bukit Mertajam, Pulau Pinang
- Mission** : DapuRiya Pasta's mission is to provide to the customers a hearty and delicious pasta meal. We aim to attract and maintain our customers by making sure our services will exceed the expectations of the customers.
- Vision** : To offer high quality, innovative menu items, utilizing premium vegetables, meats and cheeses.
- To provide affordable high-quality pasta with a flat price of only RM10.
- To provide an excellent customer service.

Organizational Chart

