



اُنُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## **SOCIAL MEDIA REPORT**

**PRINCIPLE OF ENTREPRENEURSHIP (ENT 530): SOCIAL MEDIA REPORT**

**FACULTY & PROGRAMME : BUSINESS & MANAGEMENT (FINANCE)**

**SEMESTER : 4**

**PROJECT TITLE : THE LITTLE KITCHEN: THE SAMBAL**

**NAME : NURAZREEN IZZATY BINTI KHAIRUL ANWAR**

**LECTURER : MADAM NORAIN BINTI MOHD NORDIN**

## **EXECUTIVE SUMMARY**

Nowadays, people use social media to connect with everything. Social media now have become platform where people not for friends and family to stay connected but also becoming a digital store for people to buy and sell products without having to spend thousands of ringgit in renting or buying physical store. With just few clicks and picture upload your store will be available for the worlds to see. Facebook has been known as a number selling and buying platforms in Malaysia. Thousands of people are generating income just by promoting their products through their pages or business account. Many sellers opted for Facebook as it is very users friendly for every age and it can easily reach a larger set of audience in just few hours. By having that advantage seller don't have spent so much time in marketing their products. It might take times for others to get used but Facebook is really practical to use especially for those who just starting their small business.

As the owner of the Facebook page, Little Kitchen, I gain so many knowledge and benefits while doing this project. It is all a new experience as I learned on how to interact with the customers, or sentence that I used in term of promoting my product. It such a blessed when we explore by myself of what we can do on social media. In this modern era, sellers has to take the incentive to learn more about social media and how to promote and communicate with their audience As we are living in technology era, it is important for us as a seller to know the use of social media in promoting the products and reaching their audience cause soon in the future everything will be available on online platforms.

With the help Facebook, the Little Kitchen: The Sambals is able to gain lots of knowledge in handling the online business. A proper content planning is very important in order to attract more public eyes into our product. A timeline, graphic poster and interaction with the customers is important in order to create bonding between business and customers. The frequency of posting and likes can also be monitor closely while using Facebook.

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**PERSONAL PROFILE** BUSINESS PROFILE

**Personal Information**

  
**NURAZREEN IZZATY**  
**BINTI KHAIRUL ANWAR**

Name	: NURAZREEN IZZATY BINTI KHAIRUL ANWAR	Phone/Mobile	: 0167831306	<a href="#">Edit</a>
New Identity Card No.	: 980424045314	Home Address	: NO 506, JALAN PERMAI 4, TAMAN PERMAI RUMBIA	
Email Address	: thelittlekitchen@gmail.com	District	: RUMBIA	
City	: ALOR GAJAH	Postcode	: 78000	
State	: Melaka	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

**Institution Information** [Add New](#)

UiTM Melaka Kampus Bandaraya Melaka - Principles of Entrepreneurship

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UiTM Melaka Kampus Bandaraya Melaka - Principles of Entrepreneurship


Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Melaka	Name of Institution	: UiTM Melaka Kampus Bandaraya Melaka	
Address of Institution	: UiTM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	: Bandaraya Melaka	
District of Institution	: Melaka Tengah	Postcode	: 75300	
Level of Study	: Bachelor Degree	Study Status	: Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	: Principles of Entrepreneurship	Class Name	: M1BA2464A	
Subject Name	: ENT530	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 10	Lecturer Name	: Noorain Mohd Nordin	
Internship Enrollment	: No	Year Of Internship Enrollment	: 0	
Month of Internship Enrollment	: -	Period of Internship Training	:	
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 2	
Related To Study Field	: Yes			

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**PERSONAL PROFILE** **BUSINESS PROFILE**

  
**NURAZREEN IZZATY**  
**BINTI KHAIRUL ANWAR**

Company Name	: THE LITTLE KITCHEN	Company Registration No.	:	<a href="#">Edit</a>
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
Facebook Page	: Little Kitchen	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: Others	Business Website	:	
Business Related to Your Study Field	: Yes	Type Of Website	:	
		Experience in International Export	: No	

## **INTRODUCTION TO BUSINESS**

### ***1.1 NAME AND ADDRESS OF BUSINESS***

**The Little Kitchen** is a small business run by selling two types of sambal that is pack in a container. The types of sambal that we offer is Red Anchovies Sambal and Green Anchovies sambal. It is names as little kitchen because our sambal are produce right from our little kitchen at home. The pride of our product are we do not add any preservative or Monosodium Glutamate (MSG) to our product. We want to ensure that we will give the best quality of the product for the customers to enjoy our sambal anytime and anywhere. We also committed in using only a fresh ingredient which is why our product are made freshly and the customers can have a healthier and seek comfort through our sambal.

The address of our business is at **No 506, Jalan Permai 4, Taman Permai Rumbia 78000 Alor Gajah, Melaka**. It is located at the centre of others residential area which will make it easier to market and deliver our sambals. To fulfill the demands that are coming we also offer Cash on Delivery (COD) for location near by us such as Alor Gajah, Melaka and Jasin. The postage also available around Malaysia in order to fulfill the demands of the customers. The rate will be difference based on the weight of the packaging.