



اَوْنِيُوْزْ سِيْطِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Alor Gajah

FACULTY OF COMMUNICATION AND MEDIA STUDIES

BACHELOR OF MASS COMMUNICATION HONS PUBLIC RELATIONS



SOCIAL MEDIA PORTFOLIO

ENT 530 – PRINCIPLES OF ENTREPRENEURSHIP

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JANUARY 20TH, 2021

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ACKNOWLEDGEMENT

EXECUTIVE SUMMARY

Kukiz.co are newly established company who serves the best cookies in town. Kukiz.co is aiming to serve the public with the unique taste and high-quality cookies using chocolate as the base. The main ingredients for cookies in Kukiz.co are premium chocolates such as Cadbury, M&M as well as dark chocolate that make it different from other brand of cookies. Our freshly baked from oven cookies will bring you joy in every bite as customers will be addicted of its' taste.

Our target audience range is quite wide but focusing for chocolate and cookies lovers in Malaysia. The special taste of our handmade cookies in Kukiz.co and variety of choices are the main attraction for the customers to buy more cookies with us.

The platform that I used for the process of marketize and selling our cookies is via Facebook. It is an important platform for the engagement of sellers and buyers and mostly used by entrepreneurs. Moreover, for the payment method, Kukiz.co accept cash on delivery as I do deliver our cookies for our customers which lives in Johor Bahru area only, and the charge for delivery will be counted based on the area they lived. It is because, I do not want our customers to be waiting for a long time until they get their order. Postage is also available for those lived outside of Johor Bahru and it will be charged RM7 for each order.

Kukiz.co use both hard selling and soft selling services to encourage customers to connect with sellers through Kukiz.co Facebook account. Furthermore, new customer who want to buy our cookies can view all the reviews and feedbacks from previous customers in our Facebook posts. Lastly, all the details for our cookies are clearly provided in our posting so that customers can gain sufficient information for our cookies before buying it.

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GO-ECOMMERCE REGISTRATION

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PERSONAL PROFILE
BUSINESS PROFILE



Ahmad Adli Bin Jalaluddin

Personal Information

Name	: Ahmad Adli Bin Jalaluddin	Phone/Mobile	: 0187850681	Edit
New Identity Card No.	: 990619017013	Home Address	: No 16, Jalan Bestari 25	
Email Address	: ahmadadli99@gmail.com	District	: Taman Mutiara Rini	
City	: Johor Bahru	Postcode	: 81300	
State	: Johor	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Male	Special Need Required	: No	
Marital Status	: Single			

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Institution Information
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UITM Melaka - ENT530

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	: ENT530	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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Ahmad Adli Bin Jalaluddin

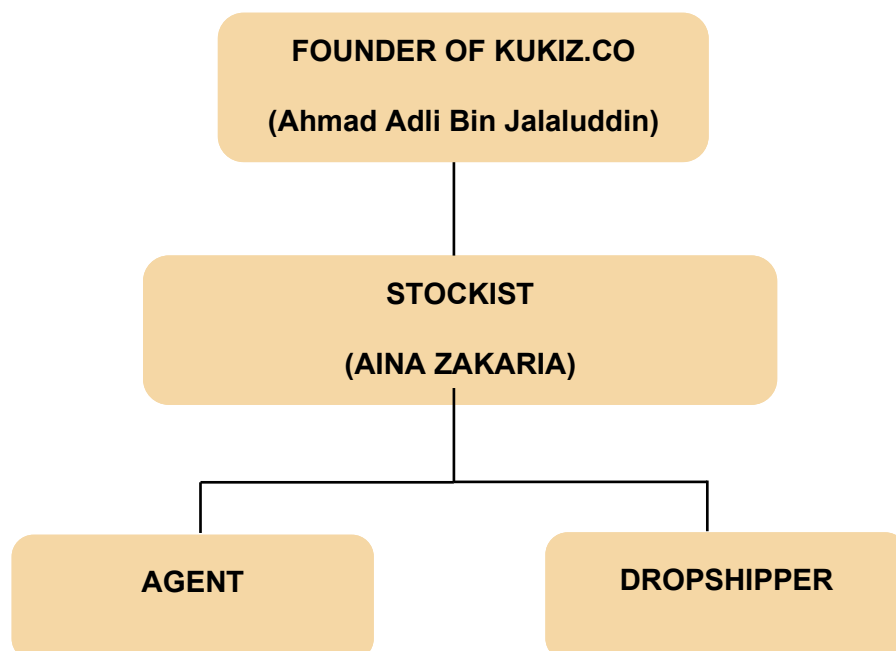
Business Profile

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

INTRODUCTION OF BUSINESS

NAME OF PRODUCT	Kukiz.co
ADDRESS	No 16, Jalan Bestari 25, Taman Mutiara Rini, 81300, Johor Bahru, Johor
CONTACT NUMBER	018-7850681

ORGANIZATIONAL CHART



I believe every business has their own vision and mission statement according to the goals and what to be achieved for the success of business. Therefore, I in Kukiz.co also have our own vision and mission for clearer understanding, future development of the business and what to achieve for my business in short-terms as well as long-terms goals

Mission : To offer perfect homemade style cookies without preservatives

Vision : To convey the flavours and images of Kukiz.Co to the public

: To encourage people in supporting local products and brand

: To let people taste the deliciousness of cookies from Kukiz.Co