



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF INFORMATION MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY (UiTM)
CAMPUS PUNCAK PERDANA, SELANGOR**

BACHELOR OF INFORMATION SCIENCE (HONS) RECORDS MANAGEMENT

**COURSE: PRINCIPLES OF ENTREPRENEUNSHIP (ENT530)
INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO**



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ANKNOWLEDGEMENT

Assalamualaikum Warahmatullahi Wabarakatuh. Alhamdulillah and thank you to Allah that I will finish the job of updating the social media portfolio. This assignment is intended to complete the Principles of Entrepreneurship syllabus with code ENT530.

My name is Nur Shahira bt Alam Shah (2019416504) I would like to record a thousand thanks to Mr Muhammad Hafizi bin Zamri, a lecturer for the ENT530 course, who offered a lot of support and encouragement during this case study. He also gave me a plenty of guidance and expertise to find all the details I needed to ensure my individual tasks could be accomplished within a defined timeframe.

I would also like to thank my parents, Mr Alam Shah bin Ali and Mrs Rai 'Shah bt Zekon, who offered so much moral support and motivating words when I was discouraged while completing this mission. In the form of finance, they have donated some funds to produce this assignment by buying data for Internet access.

Did not forget friends who are involved in the Principles of Entrepreneurship course, particularly in the IM2463ST4 class, who share the knowledge and tips to complete this assignment quickly and easily by finding online information.

There's no question that I have faced several tough obstacles to complete the task as I finish this task. This involves choosing the correct content for social media portfolio. But thanks to my parents, lecturers and friends' prayers, I have been able to handle it well and plan well.

EXECUTIVE SUMMARY

Kueh By Mom is a trademark of the Traditional Malay cakes sales businesses. We began this business with the goals of allowing the company to remain competitive in the local market. Our key goals are to provide services to produce Traditional Malay cakes in good quality at reasonable prices.

We've been working with one store for almost 10 years now which is a shop that was developed to sell different breakfast foods that also sell different Malay Traditional cakes often sold under this shop. But on 6 November 2020, Kueh's By Mom began marketing as a single Malay Traditional cake dealer. Based on our customers' knowledge and support, who know our goods in a breakfast shop they say that our business helps them get Malay Traditional cake making services for banquets and feasts. Furthermore, average of our loyal customers is also fond of the taste of our Malay Traditional cakes because our staff, who specialises in Malay cakes, traditionally produces these items.

We have a good response from customers because our company has been commercialised and marketed via social media such as Facebook, so they can find all our business updates and continue to order or buy directly in our restaurant for breakfast. The promotion of our sales revenues through the Facebook page will indirectly increase, which we are only currently targeting clients in the Klang Selangor region, particularly during the COVID-19 pandemic.


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1.0 INTRODUCTION

i. GO-ECOMMERCE REGISTRATION (PRINT SCREEN)

PERSONAL PROFILE BUSINESS PROFILE



Nur Shahira bt Alam Shah

Personal Information

Name	: Nur Shahira bt Alam Shah	Phone/Mobile	: 0132970258	Edit
New Identity Card No.	: 970610107102	Home Address	: Lot 854 Batu 3, Jalan Kapar 41400 Klang, Selangor	
Email Address	: nurshahiraalam@gmail.com	District	: Klang	
City	: Klang	Postcode	: 41400	
State	: Selangor	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Institution Information

UiTM Puncak Perdana - IM2463ST4

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	: UiTM Puncak Perdana	
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	: Puncak Perdana	
		Postcode	: 40150	
District of Institution	: Petaling			
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: IM2463ST4	Class Name	: IM - FACULTY OF INFORMATION MANAGEMENT	
Subject Name	: ENT530			
Month Enrolling the Subject	: 10	Year Enrolling the subject	: 2020	
Internship Enrollment	: No	Lecturer Name	: muhammad hafizi zamri	
Month of Internship Enrollment	:			
Expected Year To Complete Study	: 2023	Year Of Internship Enrollment	:	
Related To Study Field	: Yes	Period of Internship Training	:	
		Expected Month To Complete Study	: 1	

Figure 1: E-Commerce Registration

PERSONAL PROFILE BUSINESS PROFILE



Nur Shahira bt Alam Shah

Company Name	: Kueh By Mom	Company Registration No.	:	Edit
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
Facebook Page	: Kueh By Mom	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	:	Type Of Website	:	
		Experience in International Export	:	

Figure 2: E-Commerce Registration