



**UNIVERSITI TEKNOLOGI MARA
KAMPUS PUNCAK PERDANA SHAH ALAM**

SOCIAL MEDIA REPORT:

JERUK KEDONDONG ASAM BOI

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME : FACULTY OF INFORMATION MANAGEMENT,
BACHELOR OF INFORMATION SCIENCE
(HONS.) RECORDS MANAGEMENT [IM246]**

SEMESTER : 3

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GROUP : IM246 3ST4

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ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

Anne One Sdn. Bhd. was established on October 2020 and started its business in production industry especially on production of pickled fruit. Anne One Sdn. Bhd. was established and owned by Nur Athirah Najihah binti Nawang. Our business has a total of five people including top managers. The business that Anne One Sdn. Bhd. currently running is Jeruk Kedondong Asam Boi. The company focusing its business and activities at Kuala Terengganu and its nearby area.

The potential customer that was targeted is mainly from the local community and society. As the product offers is one of the foods that was favoured by most of Malaysian as it gives variety kind of taste. For customer who lives nearby area also can contact and reach to us through our social media which is Facebook. For those who has an intention to buy our product may go to our official page, Jeruk Kedondong Asam Boi, to know more information and detail on our services and products. Therefore, our target market is comprised of individuals, young entrepreneurs and local community. Included in our potential customers is online sales which are announced to the entire community.

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1.0 BUSINESS REGISTRATION

Ge-eCommerce

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE


NUR ATHIRAH NAJIHAH BINTI NAWANG

Personal Information

Name	NUR ATHIRAH NAJIHAH BINTI NAWANG	Phone/Mobile	0105764857	Edit
New Identity Card No.	990410115190	Home Address	2630 A	
Email Address	athirahnajihah51@gmail.com	District	KAMPUNG SEBERANG TUAN CHIK	
City	KUALA TERENGGANU	Postcode	21200	
State	Terengganu	Personal Instagram	null	
Personal Facebook		Race	Malay	
Gender	Female	Special Need Required	No	
Marital Status	Single			

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Institution Information

UITM Puncak Perdana - IM24E33T4

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	
District of Institution	Petaling	Postcode	40150	
Level of Study	Bachelor Degree	Study Status	Full time	Edit Delete
Course Name	IM24E33T4	Class Name	IM - FACULTY OF INFORMATION MANAGEMENT	
Subject Name	EN1530	Year Enrolling the subject	2020	
Month Enrolling the Subject	10	Lecturer Name	muhammad hafid zamri	
Internship Enrollment	No	Year of Internship Enrollment		
Month of Internship Enrollment		Period of Internship Training		
Expected Year To Complete Study	2023	Expected Month To Complete Study	1	
Related To Study Field	Yes			

PERSONAL PROFILE BUSINESS PROFILE


NUR ATHIRAH NAJIHAH BINTI NAWANG

Company Name	Anne One	Company Registration No.		Edit
Type Of Business	Sdn. Bhd	Business Role	Product Owner	
Facebook Page	Jenak Kedondong Asam Boi	Business Category/Business Sub-Category	Food & Beverages / Food & Beverages	
Wechat for Business		Business Instagram Page		
Marketplace		Business Website		
Business Related to Your Study Field	No	Type Of Website		
		Experience in International Export	No	