



## **ENT530 : PRINCIPLES ON ENTREPRENEURSHIP**



## **SOCIAL MEDIA PORTFOLIO**

**PROGRAMME :** AD244

**SEMESTER:** 5

**NAME :** RUSEDIANA PUTERI AINAA IZZATI BT AHMAD SAIFUDDIN

**GROUP:** AD2445B

**LECTURER:**EN. MUHAMMAD HAFIZI BIN ZAMRI

## **ACKNOWLEDGEMENT**

This progress and overall outcome of this assignment involved a great deal of guidance and help from many individuals. I am very thankful for the satisfactory accomplishment of this assignment. First of all, glory and gratitude to Allah for His blessing, it was simple for me to accomplish this assignment.

I would like to express my profound and heartfelt appreciation to my lecturer, Sir Muhammad Hafizi Zamri, for giving me the opportunity to do this assignment and to provide us with all the encouragement and guidance that allow me complete my assignment on time. Also I'm extremely thankful for all my friend who have supported me to finish this project.

I would like to express my deepest gratitude to my family for supporting me, especially my mother for always encouraged me to continue with the business including giving financial and moral support. Thanks to them, I'm more confident about my business.

## **EXECUTIVE SUMMARY**

This is a report of my individual task made for my Principles On Entrepreneurship subject for this semester. In which we, the students have to run a small business. We required to decide on the product we would like to sell and run the business online.

The product that students sold can range from food & beverage to skillful services as they please. However due to nature in selling food, I decided to go on the pathway of F&B business. In which I sell desserts and cakes. Based on my research people nowadays enjoy dessert and cakes, it not just for specific event but as everyday food.

For starter in this business field, we students are required to register our business on e-commerce so the sell that we make will be consider legal and can be more trustable. We also required to sign out Facebook and sell our product on online platform. Along the process, our lecturer Sir Muhammad Hafizi Zamri provide many tips that are really useful and can be use as a guide in handling the business. For this report, I have provide suitable explanation about the business that I have choose and will explain in detail about the process and the product.


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# 1.0 BUSINESS REGISTRATION

Go-eCommerce
BETA
HOME
MY PROFILE
MY BUSINESS
MY LEARNING
MY NOTIFICATIONS
MORE

PERSONAL PROFILE
BUSINESS PROFILE



RUSEDIANA PUTERI AINAA  
IZZATI BT AHMAD SAIFUDDIN

Personal Information


Name	: RUSEDIANA PUTERI AINAA IZZATI BT AHMAD SAIFUDDIN	Phone/Mobile	: 01111188458	Edit
Home Address	: C-11-11 Magnaville condo selayang Lebuhraya selayang kepong	Home Address	: C-11-11 Magnaville condo selayang Lebuhraya selayang kepong	
New Identity Card No.	: 980327145778	Postcode	: 68100	
Email Address	: dianasafuddin.design@gmail.com	District	: selayang	
City	: batu caves	Personal Instagram	:	
State	: Selangor	Race	: Malay	
Personal Facebook	:	Special Need Required	: No	
Gender	: Female			
Marital Status	: Single			

Institution Information
Add New

UITM Puncak Alam - Industrial Design

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	Edit Delete
State of Institution	: Selangor	Name of Institution	: UITM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam	
		Postcode	: 42300	
District of Institution	: Kuala Selangor	Study Status	: Full time	
Level of Study	: Bachelor Degree	Class Name	: AD244 5A & 5B	
Course Name	: Industrial Design	Year Enrolling the subject	: 2020	
Subject Name	: Intro to entrepreneurship	Lecturer Name	: muhammad hafizi zamri	
Month Enrolling the Subject	: 10	Year Of Internship Enrollment	: 2020	
Internship Enrollment	: Yes	Period of Internship Training	: 3 Months	
Month of Internship Enrollment	: November	Expected Month To Complete Study	: 3	
Expected Year To Complete Study	: 2021			
Related To Study Field	: Yes			

PERSONAL PROFILE
BUSINESS PROFILE



RUSEDIANA PUTERI AINAA  
IZZATI BT AHMAD SAIFUDDIN

Company Name	: CaramelRoseee	Company Registration No.	:	Edit
Type Of Business	: Enterprise	Business Role	: Agent	
Facebook Page	: https://www.facebook.com/CaramelRoseee	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	