



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF INFORMATION MANAGEMENT

MARA UNIVERSITY OF TECHNOLOGY



SOCIAL MEDIA PORTFOLIO: KEMBOJA BY UMI

PREPARED BY

NUR AUNI AZYAN BINTI OTHMAN

STUDENT ID

2019218498

PROGRAMME

BACHELOR OF INFORMATION SCIENCE (HONS) RECORD MANAGEMENT (IM246)

GROUP

IM246 3ST4

LECTURER'S NAME

EN. MUHAMMAD HAFIZI BIN ZAMRI

DATE OF SUBMISSION

29th January 2020

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EXECUTIVE SUMMARY

Kemboja by umi is a name for my business that is inspired by my mom who started a small business to selling 'kuih' for living. The main objective that we would like to achieve for this business is to offer variety of Malay traditional kuih and introduce different type of kuih to the customer with an affordable price and full with Malay cuisine taste.

Our business started in 18th November 2020. According to the customer review, our product gives a fantastic taste because of the sweetness and rich taste of Malay dessert that make our customer remembered the nostalgia of their childhood when they will sit together with family and enjoy the dessert together. This product is also liked by many due to the cheap and affordable prices. Hence, this product provides a good insight for the continuation of sale to our customers.

Since early of its opening, Kemboja By Umi recorded an unbelievable huge number of sales for different types of kuih. Increasing demands for our product results into good profitable sale revenue to our business project. Therefore, Kemboja By Umi is a great marketable product of choice that can be further expanded with many different types of kuih as the business keeps on growing.

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1.0 Go-Ecommerce registration

Go-eCommerce BETA

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PERSONAL PROFILE BUSINESS PROFILE



Nur Auni Azyan Binti Othman

Personal Information


Name	: Nur Auni Azyan Binti Othman	Phone/Mobile	: 01133526081	Edit
New Identity Card No.	: 000611101098	Home Address	: Lot 15279, Kg. Hamid Tuah Telok Gong	
Email Address	: auniazayan11@gmail.com	District	: Klang	
City	: Pelabuhan Klang	Postcode	: 42000	
State	: Selangor	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Institution Information [Add New](#)

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
District of Institution	: Petaling	Postcode	: 40150

Hello there! My name is Abang Iz and I'm here to assist you.



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Nur Auni Azyan Binti Othman

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District of Institution	: Petaling	Postcode	: 40150

Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
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Related To Study Field	: Yes			

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