



اَبُو سَيِّدِي تَتَكَبَّرُ لَوْ كُنَّا مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF INFORMATION MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS PUNCAK PERDANA**

**SHAH ALAM**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**



**ASSIGNMENT:**

**SOCIAL MEDIA PORTFOLIO (BROWNKIES)**

**PREPARED BY:**

**MUHAMMAD ALIF FARHAN BIN MAHMUD**

**CLASS: IM246 3ST4**

**PREPARED FOR:**

**SIR MUHAMMAD HAFIZI BIN ZAMRI**

**SUBMISSION DATE:**

**29<sup>th</sup> JANUARY 2021**

## **ACKNOWLEDGMENT**

First of all, we would like thanks to Allah I have succeeded to finish my Principles of Entrepreneurship assignment. I have learned many new things through my process to complete this assignment. I also got more new information especially about the basics of entrepreneurship and things related to the topic given. I also would like to sincerely thank those who supported me physically and mentally to finish the assignment.

I would like to say thanks too much as certification of appreciation especially for my lecture Sir Muhammad Hafizi Bin Zamri for guiding me through my process to complete the assignment. I also thankful to my parents for keep motivating me and boost up my spirit to finish the assignment to complete it before the due date.

Thanks also to my friend who helps me to settle down the assignment together. Alhamdulillah, finally I already completed the assignment successfully.

## **EXECUTIVE SUMMARY**

Brownies or as known as brownies cookies were very popular now. This small business starts at one level of management, which is all handled by the same person. This organization uses online like Shopee, WhatsApp and Facebook or Cash on Delivery systems. We also provide customers who live near our area with walk-in services. People who love cookies and bakery are our target market.

## TABLE OF CONTENT

	PAGES
ACKNOWLEDGEMENT	
EXECUTIVE SUMMARY	
TABLE OF CONTENT	
1.0 GEO E COMMERCE REGISTRATION	1
2.0 INTRODUCTION TO BUSINESS	2-3
2.1 Name and Address of the Organization	
2.2 Organizational Chart	
2.3 Mission and Vision	
2.4 Description of Product and Price List	
3.0 FACEBOOK PAGES	4-16
3.1 Facebook Pages and Link URL	
3.2 Teaser	
3.3 Soft Sell	
3.4 Hard Sell	
3.5 Graphic	
3.6 Facebook Page Insight	
<b>Conclusion</b>	17

# 1.0 GEO E COMMERCE REGISTRATION

The screenshot displays the 'Go-eCommerce' user interface. At the top, there is a navigation bar with icons for Home, My Profile, My Business, My Learning, My Notifications, and More. Below the navigation bar, a yellow banner prompts the user to update their sales. The main content area is divided into two tabs: 'PERSONAL PROFILE' (active) and 'BUSINESS PROFILE'. On the left, there is a profile card for 'Muhammad Aliff' with a placeholder profile picture. The 'Personal Information' section contains a table of user details, including Name, New Identity Card No., Email Address, City, State, Personal Facebook, Gender, Marital Status, Phone/Mobile, Home Address, District, Postcode, Personal Instagram, Race, and Special Need Required. An 'Edit' button is located to the right of this section. Below it, the 'Institution Information' section shows a table of institution details for 'UiTM Puncak Perdana - IM2463ST4', including Type of Institution, State of Institution, Address of Institution, Institution List, Name of Institution, City, and Postcode. An 'Add New' button is located to the right of this section. A chatbot icon is visible in the bottom right corner with a message: 'Hello there! My name is Abang ti and I'm here to assist you.'

Personal Information	
Name	: Muhammad Aliff
New Identity Card No.	: 981228027615
Email Address	: aliffiq57@gmail.com
City	: Kulim
State	: Kedah
Personal Facebook	:
Gender	: Male
Marital Status	: Single
Phone/Mobile	: 0195681068
Home Address	: 159A Kampung Bikan
District	: Kulim
Postcode	: 9010
Personal Instagram	: null
Race	: Malay
Special Need Required	: No

  

Institution Information	
UiTM Puncak Perdana - IM2463ST4	
Type of Institution	: IHL
State of Institution	: Selangor
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150
Institution List	: Universiti Teknologi MARA
Name of Institution	: UiTM Puncak Perdana
City	: Puncak Perdana
Postcode	: 40150

Figure 1: Brownkies Go-Ecommerce Account