



اُونِيُوْزْسِيْتِي بَاتِيْكُونُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **ENT530 - PRINCIPLES OF ENTREPRENEURSHIP**



## **SOCIAL MEDIA PORTFOLIO : Wani's Matcha Cookies**

**FACULTY & PROGRAMME : AD244 – BACHELOR OF INDUSTRIAL DESIGN**

**SEMESTER : SEMESTER 5**

**NAME : NURHAZWANI NADIAH BINTI ROSLI**

**GROUP : ENT530 / 5B**

**LECTURER : EN MUHAMMAD HAFIZI BIN ZAMRI**

## **ACKNOWLEDGEMENT**

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Last but not least, I would love to express my appreciation towards my classmates, AD244 who devoting ideas and give constructive comments to help me finish this assignment. Without their help, it is impossible for me to complete this assignment.

Thank you.

## **EXECUTIVE SUMMARY**

Wani's Matcha Cookies is a family business that sells freshly baked green tea flavored cookies or in Japanese, "Matcha". This family business has only started in November 2020 since the pandemic occurred and all the cookie baking activities I did together with my family. The ingredients we used for baking cookies consist of high-quality ingredients that suit the tastes of Malaysian people.

The uniqueness of our matcha cookie is the use of white chocolate and macadamia nuts which further enhances the flavor and adds texture to the cookie making the customers become addicted. We also use cans as our matcha cookie packaging to make it look more exclusive and moreover customers can also recycle the can.

The target customers of our business are among the fans of cookies and green tea whether young or old. Our business provides a cookie delivery service to customers living in Selangor. We use Facebook pages as our platform to promote our family business and communicate or serve our online customers.

Our matcha cookies are always available throughout the years including special celebrations as our aim is to satisfy our customers' cravings We also want to bring quality and taste together to create a local brand that stands the test of time.

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## 1.0 GO-ECOMMERCE REGISTRATION

Wani's Matcha Cookies is a business that registered under Go-commerce.

The image displays two screenshots of the Go-eCommerce user interface. The top screenshot shows the 'PERSONAL PROFILE' page, and the bottom screenshot shows the 'BUSINESS PROFILE' page.

**PERSONAL PROFILE**

**Personal Information**

Name	Nurhazwani Nadiah Rosli	Phone/Whats	0188758107
New Identity Card No.	8800010704	Home Address	No. 26, Jalan Tasek 14, Taman Medan, Medan, 42002 Tasek, Pangkajene, Serang, Banten, Darul Ustadi
Email Address	wanirosli88@gmail.com	Date of Birth	2004-05-10
City	Seiawang, Darul Ustadi	Place of Birth	Pangkalpinang, Kepulauan Bangka Belitung
State	Bangka	Gender	Female
Personal Facebook	WaniRosli88	Personal Instagram	wanirosli88
Marital Status	Single	Special Need Required	No

**Institution Information**

**UNIVERSITAS BANGKA - UNIVERSITAS DESIGN**

Type of Institution	PL	Institution List	Universitas Serang, MAFA
State of Institution	Bangka	Name of Institution	UNIVERSITAS BANGKA
Address of Institution	Universitas Serang, MAFA, Serang, Banten, Kepulauan Bangka Belitung, 42000 Serang, Kepulauan Bangka Belitung	City	Pangkalpinang
Director of Institution	Fuadi Saenger	Province	Bangka
Level of Study	Bachelor Degree	Study Status	Full time
Course Name	Industrial Design	Class Name	2024 SA 8 10
Student Name	Nurhazwani Nadiah Rosli	Year Starting the subject	2024
Start Studying the Subject	6	Lecturer Name	WaniRosli88
Intending Enrollment	Yes	Year of Intending Enrollment	2024
Year of Intending Enrollment	August	Period of Intentional Training	3 Months
Expected Year To Complete Study	2027	Expected Month To Complete Study	7
Wanted To Study Field	Yes		

**BUSINESS PROFILE**

Company Name	Wani's Matcha Cookies	Company Registration No.	
Type Of Business	Enterprise	Business Role	Product Owner
Facebook Page	https://www.facebook.com/WMCookies	Business Category/Business Sub-Category	Food & Beverages /
Wechat for Business Marketplace	Shopee, Others	Business Instagram Page	
Business Related to Your Study Field		Business Website	
		Type Of Website	
		Experience in International Export	

Picture 1 : Go-Ecommerce registration (Print Screen)