



اَوْنُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 530**

**PRINCIPLES OF ENTREPRENEURSHIP**

**INDIVIDUAL ASSIGNMENT (SOCIAL MEDIA REPORT)**



**COMPANY NAME:**

SZ KEROPOK LEKOR

**PREPARED BY:**

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**GROUP:**

BA242 4F

**LECTURER:**

DR. SYUKRINA ALINI MAT ALI

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## **ACKNOWLEDGEMENT**

First of all, I would like to say Alhamdulillah and thanks to Allah for giving me the strength and the wills to successfully completed this particular assignment.

I would like to express my special thanks and gratitude to the lecturer for this subject Dr. Syukrina Alini for his guidance and motivation throughout the completion of this particular assignment. Dr. Syukrina Alini have become really helpful to me and my fellow classmates in helping finish this assignment by providing guidelines, tools and ideas. I am really grateful for what she has offered and it is really helpful to us.

Next, I would like to say thanks to my family for helping me out in order for me to be able to successful complete this assignment. They have been supporting me from financially and mentally and I am really grateful for that.

Lastly, my sincere thanks also goes to my friends and classmates who is willing to involved and help me for this assignment. They have been involved indirectly by giving out comments, ideas, tools and guides for me to be able to improve my assignment. The help given was really helpful and I am really appreciated that.

## **EXECUTIVE SUMMARY**

On this subject, we are required to do an individual project on which we have to promote and sell a product using Facebook as the platform. In this report, provides the full analysis of this particular assignment.

The first part of the report provides background information such as organizational chart, products description and others information related about the business and the product selected. The name of the business selected is SZ Keropok Lekor.and the products line is Keropok Lekor, Keropok Keping, and Sos Cicah. For the Facebook platform, I have created a Facebook page for this particular business to promote our products.

Other than that, this report provides the screenshot all of the posting required to post in the SZ Keropok Lekor Facebook page. The post required are hard sell, soft sell, teaser and frequency. For hard sell we are required to post with a minimum of 16 posts per semester. Next, for soft sell the required minimum post is also 16 posts per semester. For teaser we are required to post at least 7 posting and the frequency post is 16 per months.

The postings posts required a specific technique of copywriting in order to attract more people engage with the post. The use of the required copywriting technique can be seen at the picture of screenshot post in this report. The technique is fully applied on every posting made in the Facebook page.

# GO-ECOMMERCE REGISTRATION

PERSONAL PROFILE

BUSINESS PROFILE



MUHAMMAD SYAFIQ BIN  
MUHAMMAD ZAKRI

## Personal Information

Name	: MUHAMMAD SYAFIQ BIN MUHAMMAD ZAKRI	Phone/Mobile	: 0176501877
New Identity Card No.	: 980710026069	Home Address	: NO 5 JALAN MAWAR 5
Email Address	: syafiqzakri23@gmail.com	District	: SUNGAI BULOH
City	: SAUJANA UTAMA	Postcode	: 47000
State	: Selangor	Personal Instagram	: null
Personal Facebook	:	Race	: Malay
Gender	: Male	Special Need Required	: No
Marital Status	: Single		

## Institution Information

### UITM Puncak Alam - ENT530-PRINCIPLE OF ENTREPRENEURSHIP-BA2424F-OKT 2020

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
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
District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: ENT530-PRINCIPLE OF ENTREPRENEURSHIP- BA2424F-OKT 2020	Class Name	: BA2424F OKT 2020
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 10	Lecturer Name	: Syukrina Alini Binti Mat Ali
Internship Enrollment	: Yes	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 4
Related To Study Field	: Yes		

PERSONAL PROFILE

BUSINESS PROFILE



MUHAMMAD SYAFIQ BIN  
MUHAMMAD ZAKRI

Company Name	: SZ Keropok Lekor	Company Registration No.	:
Type Of Business	: Sdn. Bhd	Business Role	: Agent
Facebook Page	: www.facebook.com/Kero pokLekorSZ	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages
Wechat for Business	:	Business Instagram Page	:
Marketplace	: Others	Business Website	:
Business Related to Your Study Field	:	Type Of Website	:
		Experience in International Export	: No