



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOSIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIPS (ENT 530) :

WRITTEN REPORT ON SOCIAL MEDIA PORTFOLIO

FACULTY AND PROGRAMME : FACULTY OF BUSINESS MANAGEMENT (OFFICE SYSTEM)
SEMESTER : 3
PROJECT TITLE : POPIA CHIZ
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Secondly, my sincere appreciation goes to my lecturer, Dr. Syukrina Alini Binti Mat Ali, whose guidance me to complete this assignment successfully. Her timely and efficient contribution helped me shape this into its final form and I express my sincerest appreciation for her assistance in any way that I may have asked. Throughout this journey I have able to manage to become more organize and mature in dealing with problem that occur during this course assessment.

Finally, I am forever indebted to my friends for supporting me to complete this portfolio by helping me promote my business and always have my back, in term of morale support. Moreover, this, portfolio has been prepared with the cooperation and support from many people and I hope this social media business can give a bit brief about Entrepreneurship world and on how to become an entrepreneur for me in future.

EXECUTIVE SUMMARY

POPIA CHIZ is a trademark for our Popia Cheese marketing. The main objective that is to achieve for the business is to offer variety of Popia flavors to our customers with affordable price and luxurious taste flavors.

Our business was started on twenty-first of October in 2020. Our product gave a crispiness and fantastic taste because we made it manually and very freshly from the oven make our customer remember the taste. This product is also liked by many people due to cheap and affordable price. Hence, this product provides good insight for the continuation of sale to our customers.

The first product that we sold was POPIA CHIZ. After two months of its operation, we launch three new flavors which are POPIA NESTUM, POPIA HORLICKS and POPIA OREO. Since early of its opening, our products received a lot of feedback and encouraging response from the public. Therefore, our business is a good marketable product of choice that can be further expanded to many different areas in future as the business keeps on growing.

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1.0 GO-ECOMMERCE REGISTRATION

PERSONAL PROFILE	BUSINESS PROFILE																																			
 Hasliza Binti Hassan	<table><tbody><tr><td>Company Name</td><td>: Popia Chiz</td><td>Company Registration No.</td><td>:</td><td>Edit</td></tr><tr><td>Type Of Business</td><td>: Sdn. Bhd</td><td>Business Role</td><td>:</td><td>Product Owner</td></tr><tr><td>Facebook Page</td><td>:</td><td>Business Category/Business Sub-Category</td><td>:</td><td>Food & Beverages / Food & Beverages</td></tr><tr><td>Wechat for Business</td><td>:</td><td>Business Instagram Page</td><td>:</td><td></td></tr><tr><td>Marketplace</td><td>:</td><td>Business Website</td><td>:</td><td></td></tr><tr><td>Business Related to Your Study Field</td><td>:</td><td>Type Of Website</td><td>:</td><td></td></tr><tr><td></td><td></td><td>Experience in International Export</td><td>:</td><td></td></tr></tbody></table>	Company Name	: Popia Chiz	Company Registration No.	:	Edit	Type Of Business	: Sdn. Bhd	Business Role	:	Product Owner	Facebook Page	:	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	Wechat for Business	:	Business Instagram Page	:		Marketplace	:	Business Website	:		Business Related to Your Study Field	:	Type Of Website	:				Experience in International Export	:	
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