



اُنِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

BACHELOR IN OFFICE SYSTEM (BA232)

Course:

ENT530: PRINCIPLES OF ENTREPRENUERSHIP (BA232 3D)

Assignment:

SOCIAL MEDIA PORTFOLIO (PANCAKES ALONG)

Prepared by:

NAME	MATRIC NO
NORSYAKIRAH BINTI ARIFIN	2020968987

Prepared for:

DR SYUKRINA ALINI BINTI MAT ALI

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ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

Social media marketing refers to the process of gaining website traffic or attention through social media sites such as Facebook, Twitter and Instagram. Integrating with marketing and social media is extremely important because people nowadays are truly relayed on the internet and technology. That is why almost every business is exploring social media marketing initiatives to help them solve the challenge of the exceptions of new customers for their business.

As for this report, Pancakes Along is a trademark for pancakes lover to taste our yummy and juicy pancakes. The main objective that is to achieve for the business if to offer variety flavours of pancakes with the affordable price to our customers. The Facebook page of Pancakes Along was started on 19 October 2020.

According to the date on 20 December 2020, Pancakes Along has 248 amounted of like on our pages. Our product gave a fantastic taste because the balancing of sweetness of our pancakes and fresh fruit that make our customer remembered the taste and feel like want to have it again. This product is also liked by many customers due to the cheap and affordable price. Hence, it provides a good insight for the continuation of sale to our customers.

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PERSONAL PROFILE BUSINESS PROFILE


Norsyahirah bt Arifin

Personal Information

Name	: Norsyahirah bt Arifin	Phone/Mobile	: 0136769681	Edit
New Identity Card No.	: 980813565030	Home Address	: No19 Jalan pjs2d/7	
Email Address	: syakirahharifin98@gmail.com	District	: Taman Medan	
City	: Petaling Jaya	Postcode	: 46000	
State	: Selangor	Personal Instagram	: null	
Personal Facebook	: https://www.facebook.com/Pancakes-Along-100789761832169	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

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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	
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