



اُونِيُوَرْسِيْتِيْ تِيَكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA ASSESSMENT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): INDIVIDUAL FACEBOOK PAGE

FACULTY & PROGRAMME	:	FACULTY OF BUSINESS MANAGEMENT BACHELOR IN OFFICE SYSTEM MANAGEMENT (Hons.) BA232
SEMESTER	:	3
PROJECT TITLE	:	FACEBOOK PAGE: DESA BAKERLICIOUS
NAME	:	NURAIN BINTI SHAHRIN
LECTURER	:	DR. SYUKRINA ALINI BINTI MAT ALI
SUBMISSION DATE	:	30/12/2020

ACKNOWLEDGEMENT

Alhamdulillah thanks to Allah S.W.T for his mercy and guidance in giving me full strength to complete this media social assessment. Despite facing various problems during the preparation to finish the Facebook page report, I'm still managed to complete it as planned. I am thankful for this opportunity.

Firstly, I'm really appreciate Dr. Syukrina Alini binti Mat Ali, and like to express my deepest thanks for helping me and given me the guidance and suggestions how to conduct a good Facebook page. Other than that, giving me many information about how to do this assessment and the report, explain clearly about the criteria and how the marks will be taken to make sure I am doing my best.

Special thanks to those who help me by supporting me mentally and physically not just during finishing this assessment but also during on my whole studies. In addition, grateful acknowledgement to all my family and friends who never give up in giving their support to me in all aspects.

EXECUTIVE SUMMARY

This business is owned by Nurain binti Shahrin as a founder and based on sole proprietor. The name of the business is DESA Bakerlicious and we operate in online platform by using Facebook and Whatsapp as a medium of marketing and selling purpose. Furthermore, we have physical shop located at No. 1 Jalan Pinggiran Putra, 43000 Kajang, Selangor.

The DESA Bakerlicious was focus more on sell and make “Bomboloni” that are round in shape but filled with a variety of appetizing flavors. We using a premium product with a high quality in making this ‘Bomboloni’ a yummy one such as Farm Fresh Milk, egg gred A+, bread flour and more.

This business is different from others because we sell ‘Bomboloni’ according to the color based on available flavors where it looks more attractive to attract customers from various age. The price for our ‘Bomboloni’ is also very reasonable and the delivery charge depends on customers’ location. So, people from various background will love and buy our “Bomboloni” because it is affordable and delicious for sure.


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1.0 Go-Ecommerce Registration

Go-eCommerce
BETA
HOME
MY PROFILE
MY BUSINESS
MY LEARNING
MY NOTIFICATIONS
MORE

PERSONAL PROFILE
BUSINESS PROFILE


NURAIN BINTI SHAHRIN

Personal Information

Name	: NURAIN BINTI SHAHRIN	Phone/Mobile	: 0194611385	Edit
New Identity Card No.	: 990510107138	Home Address	: No. 4 Jln Pinggiran Putra, 3/7 Tmn Desa Pinggiran Putra	
Email Address	: rinnia97@gmail.com	District	: Kajang	
City	: Kajang	Postcode	: 43000	
State	: Selangor	Personal Instagram	: -	
Personal Facebook	: desabakerlicious	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			


Institution Information

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UiTM Puncak Alam - EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D 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	
		Postcode	: 42300	
District of Institution	: Kuala Selangor	Study Status	: Full time	Edit Delete
Level of Study	: Bachelor Degree	Class Name	: BA2323D	
Course Name	: EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020	Year Enrolling the subject	: 2020	
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Lecturer Name	: Syukrina Alini Binti Mat Ali	
Month Enrolling the Subject	: 10	Year Of Internship Enrollment	: 0	
Internship Enrollment	: No	Period of Internship Training	:	
Month of Internship Enrollment	: -	Expected Month To Complete Study	: 1	
Expected Year To Complete Study	: 2021			
Related To Study Field	: Yes			

PERSONAL PROFILE
BUSINESS PROFILE


NURAIN BINTI SHAHRIN

Company Name	: DESA Bakerlicious	Company Registration No.	:	Edit
Type Of Business	: Enterprise	Business Role	: Product Owner	
Facebook Page	: https://www.facebook.com/desabakerlicious	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	: Yes	Type Of Website	:	
		Experience in International Export	: No	