



اَوْنِبُوْرَسِيْتِي تِي كُنُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT530  
PRINCIPLES OF ENTREPRENEURSHIPS  
SOCIAL MEDIA PORTFOLIO: FLUFFYPUFF



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DATE SUBMISSION:  
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## EXECUTIVE SUMMARY

FluffyPuff is selling a dessert called creampuff. We served to different filled which are chocolate and custard. Our small business provides affordable price to customer so that we will fulfill customer satisfaction. Our target audience is all age can taste our dessert because it suits to everyone and can eat it happily. Our small business also provides delivery within Selangor.

After that, our small business also registers at go e-commerce regarding what type of product that we sell and which platform we promote.

Next, based on this assignment, we know that Facebook pages can create pages to promote the product/services. So, our business uses Facebook as a platform to market our product to the customer. So, the customer can contact us thru chat box and WhatsApp if they want to order creampuff with us. On our Facebook also, we share some tips or benefits which is called soft sell about creampuffs such as how to choose flour that suits baking, the benefit of dark chocolate, and many more. At the same time, we also promote our product with the interesting word to attract customer to buy it, and this process called hard sell. Besides, on our Facebook also we posting frequency posting which random posting so that people are not bored when looking at our posting that always promotes to buy our product. Lastly, we also posted some teasers so that our customers can stay tuned to what type of product and flavour that we will promote.

Lastly, we hope that our small business in the Facebook platform can attract customer to order with us and increase our sale from time to time which we have promoted affordably price to our customer and repeat order with us again. At the same time, they can tell their friend and family about our creampuff.

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# 1.0. GO-ECOMMERCE REGISTRATION

**Go-eCommerce** BETA

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**Personal Information** Edit

Name	:	Nurul Maisarah Binti Nazron	Phone/Mobile	:	0174359154
New Identity Card No.	:	990326075092	Home Address	:	No.5 Jalan Angkasa 1b/8
Email Address	:	mysrhnaz@gmail.com	District	:	Bandar Mahkota
City	:	Banting	Postcode	:	42700
State	:	Selangor	Personal Instagram	:	nmysrh
Personal Facebook	:	Maisarah Nazron	Race	:	Malay
Gender	:	Female	Special Need Required	:	No
Marital Status	:	Single			

**Institution Information** Add New

**UTM 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	:	UTM 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	:	EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020	Class Name	:	BA2323D
Subject Name	:	PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	:	2020
Month Enrolling the Subject	:	10	Lecturer Name	:	Syukma Alini Binti Mat Ali
Internship Enrollment	:	No	Year Of Internship Enrollment	:	0
Month of Internship Enrollment	:		Period of Internship Training	:	
Expected Year To Complete Study	:	2022	Expected Month To Complete Study	:	1
Related To Study Field	:	Yes			

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Figure 1: Personal Information Go-Ecommerce

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

**PERSONAL PROFILE** **BUSINESS PROFILE**

**Business Profile**

Company Name	:	FluffyPuff	Company Registration No.	:	
Type Of Business	:	Sdn Bhd	Business Role	:	Product Owner
Facebook Page	:	FluffyPuff	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages
Wechat for Business	:		Business Instagram Page	:	
Marketplace	:	None	Business Website	:	
Business Related to Your Study Field	:	Yes	Type Of Website	:	
			Experience in International Export	:	No

Edit

Figure 2: Business Profile Go-Ecommerce