



اَوْنُوْ سِيْتِي تِي كُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BA232: BACHELOR IN OFFICE SYSTEMS MANAGEMENT
ENT 530: PRINCIPLE OF ENTREPRENEURSHIP

Individual Assignment 2:

“SOCIAL MEDIA PORTFOLIO: LASAGNALICIOUS”

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Group:

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ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

In the name of Allah, the Most Gracious and the Most Merciful. Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this portfolio. Special appreciation goes to my lecturer, Dr Syukrina Alini Mat Ali for her guide and constant support. Last but not least, my deepest gratitude goes to my beloved parents Encik Shaiful Bahrin Mustafa and Puan Asmah Hasnan for their endless love, prayers and encouragement. To those who indirectly contributed in this research, your kindness means a lot to me. Thank you very much.

Sincerely

Adilla Shaiful Bahrin

EXECUTIVE SUMMARY

I chose this lasagna business because I am a hardcore lasagna fan. I really like eating beef lasagna. For me lasagna is an interesting Italian food with a combination of cheese + lasagna slices topping and their special sauce. It is very tasty to eat when hot because the cheese will be a little chewy. Lasagna is also one of the hard-to-find foods because not all places sell it. Most sell it only in cafes or western food restaurants. However, it is quite difficult to get the right lasagna according to my taste. For now, only lasagna at Secret Recipe, Tok ibu Kitchen and Rack Boutiques Cafe are my favorites.

The difficulty of getting this lasagna stock has given me an idea to sell lasagna to make it easier for lasagna lovers to get their favorite food. I did a study on lasagna recipes on the internet to make sure the lasagna I produced would be comparable to lasagna at the Italian food cafe out there. In the beginning, I gave a try to my relatives and close friends to value the taste of the lasagna I produced. I accept the criticism they give to improve the taste of my lasagna because I want when I sell lasagna later will give satisfaction to my customers. After getting satisfaction and improving my lasagna, now is the result of my small business, Lasagnalicious.

TABLE OF CONTENT

ACKNOWLEDGEMENT	4
EXECUTIVE SUMMARY	5
E-COMMERCE REGISTRATION	7
INTRODUCTION OF BUSINESS	
i) Name and address of business	8
ii) Organization Chart	9
iii) Mission and Vision	10
iv) Description of products	10-11
v) Price List	12
FACEBOOK	
i) Creating Facebook page	13
ii) Customing URL Facebook page	13
iii) Teaser post	14-16
iv) Hardsell post	17-21
v) Soft sell post	22-25
vi) Frequency of posting	26-29
CONCLUSION	30

GO-ECOMMERCE REGISTRATION

PERSONAL PROFILE
BUSINESS PROFILE



SITI NUR ADILLA BT SHAIFUL BAHRIN

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Gender	Female	Special Need Required	No	
Marital Status	Single			

Institution Information

UTM Puncak Alam - EN 533-PRINCIPLE OF ENTREPRENEURSHIP-BA2322D DKT 2021

Type of Institution	HL	Institution List	Universiti Teknologi MARA	
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Level of Study	Bachelor Degree	Study Status	Full Time	Edit Cancel
Course Name	EN 533-PRINCIPLE OF ENTREPRENEURSHIP-BA2322D DKT 2021	Class Name	BA2322D	
Subject Name	PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	2020	
Month Enrolling the Subject	10	Lecturer Name	Syukma Aini Binti Mat Ali	
Internship Enrollment	No	Year Of Internship Enrollment		
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			

PERSONAL PROFILE
BUSINESS PROFILE



SITI NUR ADILLA BT SHAIFUL BAHRIN

Company Name	Lazagnalicious	Company Registration No.		
Type Of Business	Sdn. Bhd	Business Role		Product Owner
Facebook Page	Lazagnalicious	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		