



اَوْنِوَرَسِيْتِي تَيْكُونُو لَوِي مِيَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE (BA242)

PRINCIPLES OF ENTREPRENEURSHIP

(ENT 530)



SOCIAL MEDIA PORTFOLIO REPORT: ABOUT BAKES

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SUMMISSION DATE:

30 DECEMBER 2020

ACKNOWLEDGEMENT

Assalamualaikum....

Praise is to Almighty Allah for giving me the strength to revise and update this social media portfolio report.

First of all, thanks to ALLAH S.W.T for his mercy and guidance in giving me full strength to complete this social media portfolio project. Even facing with some difficulties in completing this task, I still managed to compete it. A lot of thanks to my lecturer, Dr Syukrina Alini Binti Mat Ali for all of her support and guidance in helping me to finish my task that really tested my abilities mentally and physically. Without her supervision this project would have been complete. She always help me in term of idea how to promote product in Facebook. The creation of the social media give me more information about the entrepreneurship and knowledge how to handle business in efficient in the future. This project also help me by briefing me about entrepreneurship world and idea how to be a successful entrepreneur in the future.

Then, I would like thanks to my parents and family for supporting me mentally and physically, not just during finishing this tasks but also during my whole studies. Besides, grateful acknowledgement to all my friends who never give up in giving their support to me in all aspect of life. Thank you very much my friends, I will never forget all of your kindness.

EXECUTIVE SUMMARY

Social media activity is assignment that need to make by all student UITM that study on Principles of Entrepreneurship. Before perfectly complete this project, I will register in go-ecommerce to get access to online module by MDEC. The name of business that choose by me is About Bakes. This company is located at Lot 5496 (A), Kediaman Sebelah Kuarters Air Kelantan Jalan Industri, 18300 Gua Musang Kelantan.


About Bakes is used Facebook platform to update and sell the products. It offer the brownies in variety of topping and flavor to the customers in affordable price. The nature of business is more like to baking. The main objectives of this business is to make all people can try the unique brownies in affordable price. This business started in Novemeber 2020. About bakes target customer is from all ranges of people include male and female that want something sweet in affordable price. Usually, customer can direct order the brownies through messenger on Facebook and Whatsapp. Then, About Bakes only provide the delivery service for the people live in Gua Musang, Kelantan. The delivery charge is very cheap which is RM 1 for all location at Gua Musang, Kelantan.

In this report, I will evaluates the the detail of business about company information such as organizational chart, mission, vision, and more details description of product that provided by About Bakes that owned by me. Then, I choose to handle the brownies business because it is my hobbies and this business also get a lot good review from customers. So, it is a good opportunity for me to make customers satisfied with my product. Besides the taste is delicious that not too sweet brownies, it also affordable that can buy by all generation of people. About Bakes social media portfolio also include teaser, soft sell and hard sell to make customer engage and attract with the posting.

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1.0 GO-ECOMMERCE REGISTRATION

PERSONAL PROFILE	BUSINESS PROFILE																																								
 <p>Siti Nur Aliza Binti Daros</p>	<p>Personal Information</p> <table><tbody><tr><td>Name</td><td>: Siti Nur Aliza Binti Daros</td><td>Phone/Mobile</td><td>: 01117980395</td><td>Edit</td></tr><tr><td>New Identity Card No.</td><td>: 980316295076</td><td>Home Address</td><td>: Lot 5496(A) Kediaman Sebelah Kuaters Air Kelantan Jalan Industri</td><td></td></tr><tr><td>Email Address</td><td>: alizadaros98@gmail.com</td><td>District</td><td>: Gua Musang</td><td></td></tr><tr><td>City</td><td>: Gua Musang</td><td>Postcode</td><td>: 18300</td><td></td></tr><tr><td>State</td><td>: Kelantan</td><td>Personal Instagram</td><td>: alizadrs</td><td></td></tr><tr><td>Personal Facebook</td><td>: Aliza Daros</td><td>Race</td><td>: Malay</td><td></td></tr><tr><td>Gender</td><td>: Female</td><td>Special Need Required</td><td>: No</td><td></td></tr><tr><td>Marital Status</td><td>: Single</td><td></td><td></td><td></td></tr></tbody></table>	Name	: Siti Nur Aliza Binti Daros	Phone/Mobile	: 01117980395	Edit	New Identity Card No.	: 980316295076	Home Address	: Lot 5496(A) Kediaman Sebelah Kuaters Air Kelantan Jalan Industri		Email Address	: alizadaros98@gmail.com	District	: Gua Musang		City	: Gua Musang	Postcode	: 18300		State	: Kelantan	Personal Instagram	: alizadrs		Personal Facebook	: Aliza Daros	Race	: Malay		Gender	: Female	Special Need Required	: No		Marital Status	: Single			
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		Experience in International Export	: No																																	