



اَوْنَبُوْرُ سَيِّدِي تِيْكَنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO: NAZAE DESSERT



PRINCIPLES OF ENTREPRENEURSHIP (ENT 530): INDIVIDUAL ASSIGNMENT

FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT (BA233)

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SEMESTER : 3

GROUP : BA2333A

LECTURER : NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

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I would also like to thank my family, lecturer, and colleagues that encourage and assist me when I have difficulty understanding the assignment. I would also like to thank all the members of my family for actively encouraging me to fulfill my dreams.

I would also like to express my deep and sincere gratitude to my lecturer for this course Principles of Entrepreneurship (ENT530) University of Technology MARA, madam Norfazlina Ghazali for giving me an opportunity to do research and providing invaluable guidance throughout this report. I express my sincere appreciation to her for spending a considerable amount of time coping in answering questions and dealing with any frustration that I experienced during the journey in completing this portfolio.

Lastly, I also am grateful to whoever is involved directly or indirectly through this portfolio and thank them for the effort they give to me.

EXECUTIVE SUMMARY

The students that are taking Principles of Entrepreneurship (ENT530) need to choose and market the business they chose individually through an online platform which is Facebook.

Overview

Nazae Dessert is an online business that sells a few types of desserts for customers who live around Kuantan, Pahang. The business also offers the delivery service to the customer around the location. The business is starting with the go-e-commerce certification to be legally in the market and also began to run around October 2020.

Purpose

The purpose of this Social Media Portfolio is to help the students that are taking Principles of Entrepreneurship (ENT530) to gain experience through online marketing strategy and how to handle the business alone as an entrepreneur.

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1.0 GO-ECOMMERCE REGISTRATION

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PERSONAL PROFILE BUSINESS PROFILE

NIK NUR HAMIZAH BINTI NIK FAZIR

Personal Information

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City	: KUANTAN	Postcode	: 25150	
State	: Pahang	Personal Instagram	: nnnhmzh	
Personal Facebook	: Nik Nur Hamizah	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Institution Information [Add New](#)

UTM Puncak Alam - ENT530 BA2333A NFG

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	
		Postcode	: 42300	
District of Institution	: Kuala Selangor			
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: ENT530 BA2333A NFG	Class Name	: ENT530 BA2333A NFG	
Subject Name	: ENT530 BA2333A NFG	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 10	Lecturer Name	: Norfazlina Ghazali	
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	: 8	
Related To Study Field	: Yes			

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PERSONAL PROFILE BUSINESS PROFILE

NIK NUR HAMIZAH BINTI NIK FAZIR

Business Profile

Company Name	: NAZAE DESSERT	Company Registration No.		Edit
Type Of Business	:	Business Role	: Product Owner	
Facebook Page	: Nazae Dessert	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	: nazae.dessert	
Marketplace	: Others	Business Website		
Business Related to Your Study Field	: Yes	Type Of Website	:	
		Experience in International Export	: No	

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