



اَبُو سَيِّدِي تَيْكُو لَو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

'SOCIAL MEDIA PORTFOLIO'



FACULTY & PROGRAMME	: BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING
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GROUP	: BA240 4B
PROJECT TITLE	: FACEBOOK PAGE
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SUBMISSION DATE	: 31 JANUARY 2021

ACKNOWLEDGEMENT

First of all, I would like to thank Allah SWT with his mercy and blessing that provided a healthy body with a healthy mind, which in turn had indirectly helped me in completing this case study. Without His guidance and approval, success would only be a dream that can never achieve. I hope that the success given to me nearer to him and aid myself in the hereafter.

Next, I would like to thank to my beloved and respectful Principle of Entrepreneurship's lecturer, Madam Norliza binti Saiful Bahry who helped me and her guidance through the process of completing this assignment. Without her help, I will be clueless on how to do this assignment. The knowledge that she embarked to me is without doubt precious and will be remembered.

Lastly, I would like to thank to my classmate for helping me and sharing extra information and ideas to complete this case study as creatively as possible. The help given will always be remembered and the success that obtain will be shared together.

EXECUTIVE SUMMARY

Smoochyse is a business that focuses on selling a healthy beverage which is smoothie drink. The business is located at Kuala Terengganu and the target market for this product is everyone especially people who really want to take care of body and living healthy lifestyle. The main reason I choose to sell this kind of product is because of passion besides the target market is very wide and all people can enjoy it either children or adult. There are no specific target markets in this kind of businesses. Seeing this situation in nowadays, it is a big opportunity to make a profit by selling smoothie since people love to drink and there are demanded from people.

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2. INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



Name of business : Smoochyse

Address : Lot 3589, Alur Haji Daud, Kg Mengabang Tengah Batu Burok,
21100 Kuala Terengganu, Terengganu.

Business Category : Food & Beverages

Nature of Selling : Producing and Selling Product