



اَوْبُوْ سَيِّدِيْ تَيْكُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP

ENT530

SOCIAL MEDIA PLATFORM REPORT

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GROUP: BA240/4B

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ACKNOWLEDGEMENT

With gratitude, all praises go to Him, the Creator of all. After all obstacles and hardship that obstruct our path, I finally completed my individual assignment. Hereby, without doubt I would like to say that, during the completion of this course, plenty of knowledge and experiences have been obtained. Though, undeniably, it is quite difficult for me to complete the task, it is worthy and I learn much.

The social media platform report has been prepared with the cooperation and support of many people. I would like to thank to my entrepreneurship lecturer Madam Norliza Saiful Bahry for her guidance, support and advice. She also shares her knowledge and experience to ensure I and my classmate finish this social media platform in accordance to the requirements for the completion of ENT530.

Recall to memories while working on this report and in the process of completing it, I succeed to build confidence in posting product as a entrepreneur. The confidence of myself in facing and dealing with client question and request.

Lastly, I hope the knowledge that I have gathered from this course can help myself to manage my own business and guide to be a successful entrepreneur in the future. I would like to apologize for all the mistakes that happened with or without my concern. Once for all, a great gratitude to Allah and others that have been helping me so much. Only Allah can repay all of your good deeds. Thank you.

Executive Summary

The name of our company is Domisi Cookies By Nina. Domisi Cookies is product from Mamasab Bakery. Mamasab Bakery is a company established since 2016 as a sole proprietorship company. On 27 January 2017, they changed the name to Sabrina Bakery Sdn. Bhd. On September 25, 2019, once again due to the "future proofing" factor we have changed the name to Mamasab International Sdn. Bhd. with the goal of expanding its wings to the world stage. Mamasab Bakery are currently based in Petaling Jaya, Selangor but I am a dropship based in Cheng, Melaka.

Domisi Cookies is a very attractive product with a very simple packaging and crisp taste. Biscuits baked with chocolate chips that add even more flavor. We want to make our own food products full of nutrients and convenience for our customers. Domisi Cookies are easy-to-carry biscuits with simple, airtight packaging making it easy for our customers to keep and eat at any time. Our product is ready-to-eat.

Domisi Cookies are home-made biscuits made from good ingredients. We will not use poor quality ingredients because we want to keep maintain the quality of our products. Domisi Cookies is a food product that we try to market by emphasizing its uniqueness and a multi-nutrition.

In the other hand, we choose to distribute this product at the market that look promising. This product will be sold at the target market located for cash on delivery in Melaka and we also do postage all around Malaysia. This area has a large population and it is a residential area where people can contact us for a purchase.

Also, now there are too many competitors selling the same cookies. At the moment we can see a lot of people producing chocolate chip cookies with their own products because the production of cookies can be made by any person.

INTRODUCTION

Name of the Business

DomisiCookies By Nina

Address

No 13, Jalan BJ 27 Taman Bertam Jaya
75250 Melaka

Mission

Our mission is to provide more quality products and get demand in today's market. Other than that, we also want to expanding the business network throughout Malaysia.

Vision

Create a "GOLD WORLD" by spreading love through the business we run.

Descriptions of product

Domisi Cookies are crispy chocolate chip cookies. Our products are made from premium ingredients. We always take care of the quality of our products for customer satisfaction. Domisi Cookies are also easy to eat anywhere because the packaging is easy to carry anywhere and can be eaten repeatedly because the packaging is airtight.

Price List

We just only have one (1) packaging

- 180gram - RM 18