



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 530 PRINCIPLES OF**  
**ENTREPRENEURSHIP**

**SOCIAL MEDIA PORTFOLIO**

**PREPARED TO:**

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**DATE OF SUBMISSION:**

**7-11 NOVEMBER 2020**

**WEEK 8**

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## **ACKNOWLEDGMENT**

First of all, I would like to express my special thanks of gratitude to my awesome lecturer Madam Nadiah Maisarah Abdul Ghani. This success and final outcome of this portfolio required a lot of guidance and assistance from many people. Whatever I have done is only due to such guidance and assistance and I would not forget to thank them. I respect and thank Madam Nadiah for giving me an opportunity to do this portfolio and providing all support and guidance which made me complete the portfolio on time.

Other than that, my completion of this report could not have been accomplished without the support from my lovely parents and supporting classmates. Thank you for everything.

## **EXECUTIVE SUMMARY**

Entrepreneurship is the process where involves not only the process that leads to the setting up of a business entity but also expansion and development that going concern. Entrepreneurship also refers to the concept of developing and managing a business venture on order to gain profit by taking several risks in the corporate world. Simply put, entrepreneurship is the willingness to start a new business. The objective of my project is to promote delicious and healthy chicken roll cheese to all communities. Chicken roll cheese is a kind famous snack that suitable for eating anytime. Chicken roll cheese made with pieces of dough then will be wrapped around with filling. Chicken roll cheese filled with chicken breast, carrot, salad, yam bean, and bean sprout with special recipe of cheese sauce. Chicken roll cheese really suitable for every level of ages as it consists of healthy ingredients.

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## **2. INTRODUCTION OF BUSINESS**

### **2.1 Name and Address of Business**



Name of Business	Chicken Roll Cheese
Business Address	No 171, Blok 7, Felda Mempaga 03, 28600 Karak Pahang Darul Makmur.