



اَوْبِقُوْا سَبِيْلِيْ يَنْبَغُوْا لِيْ مِمَّا بَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

### INDIVIDUAL ASSIGNMENT

**TOPIC :** MEDIA SOCIAL -FACEBOOK

**Faculty :** FACULTY OF BUSINESS MANAGEMENT

**Program :** BACHELOR OF BUSINESS ADMINISTRATION (HONS). HUMAN  
RESOURCE MANAGEMENT

**Program Code :** BM243

**Course :** PRINCIPLES OF ENTREPRENEURSHIP

**Course Code :** ENT530

**Semester :** 6

**Group Name :** NBH6A

**Prepared By :** Nurdalilah Binti Mohamad Zaaba (2015139683)

**Submitted to :** Puan Zanariah Binti Zainal Abidin

**Submission Date :** 16 December 2018

*Did not appropriate  
hard sell / soft sell*

## ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

"In the name of ALLAH the Most Gracious and the Most Merciful"

Firstly, I would like to praise to Allah Almighty for His blessing, I have completed my individual assignment. I was thankful to Allah because He has given the patient, motivation, inspiration and ability in completing my assignment .

Besides that, I would like to grateful thanks to my lecturer of Dr Zanariah Binti Zainal Abidin my lecturer of Principles of Entrepreneurship for her guide for give great information to do the assignment .

As important part of my life, I would like to wish a million of thanks to my parents because of their support, I have done my individual project. Without them, I cannot perform well because they are my inspiration.

Lastly, thanks to my classmate BM243 NBH6A for their kindness and help me to complete my assignment by share few information and knowledge.

Amin .

## **EXECUTIVE SUMMARY**

Entrepreneurship is the process of designing launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs.

Social Media are interactive computer-mediated technologies that facilitate the creation and sharing of information ,ideas, career interests and other forms of expression via virtual communities and networks

Facebook, Inc. is an American online social media and social networking service company based in Menlo Park, California. Its website was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes .

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researcher

## TABLE OF CONTENT

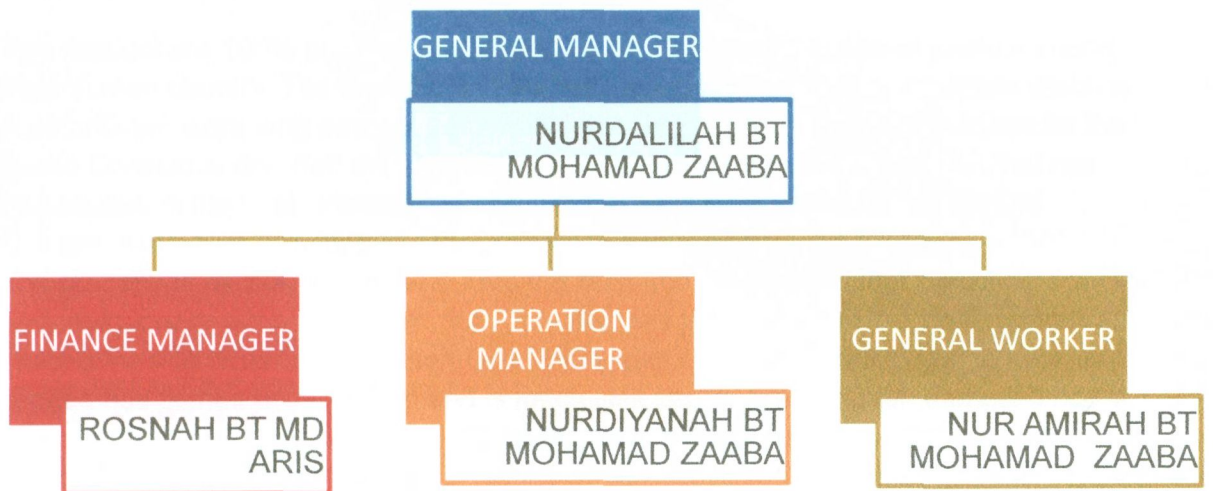
<b>NO</b>	<b>DESCRIPTION</b>	<b>NUMBER PAGE</b>
1	Introduction of business	1-3
2	Facebook(FB)	3-19
3	Conclusion	20

i) **Introduction of business**

- **Name and address of business**

- Pes Arabian Kitchen
- Lot 20094 Jalan Keretapi Lama Batu 9 Off Jalan Kapar 42200 Kapar Selangor Darul Ehsan

- **Organizational chart**



- **Mission**

To be the top suppliers of Pes Arabian Kitchen in Klang Valley

- **Vision**

To make sure society in our area of business willingness to buy our product and try it at home