



اَوْنِيُوْرَسِيْتِي تِي كُونُوْرِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION
(HONORS) HUMAN RESOURCE MANAGEMENT**

ENT 530

PRINCIPLE OF ENTREPRENEURSHIP

**SOCIAL MEDIA
(SELERA MELAYU)**

PREPARED BY:

MOHD SHAMIRUL BIN MOHD SHAFRIDIN (2019124429)

PREPARED FOR:

MADAM ZANARIAH BINTI ZAINAL ABIDIN

GROUP:

NBH6A

ACKNOWLEDGEMENT

In the name of Allah, all praises go to Him, The Creator of all. First of all, I want to express my gratitude to our ever-supportive lecturer. Madam Zanariah Binti Zainal Abidin for the countless hours of dedication and guiding me throughout the course of this study.

I would like to also extend my gratitude towards anyone that is involved directly and indirectly towards the contribution of this project. Your ideas and recommendation have made this study a success.

I am really grateful because I managed to complete this assignment within the time given. This assignment cannot be completed without my time and energy sacrifices as being a part-time student. It such a very challenging for me. Not forget to mention thank you so much to my beloved parents who patiently understand and I would like to express my gratitude to my friends in supporting and willingness to teach, help and spend some time for me.

EXECUTIVE SUMMARY

Nasi Lemak Selera Melayu is a common food for Malaysian to have as a breakfast. There are many innovations by people to eat the nasi lemak by me as Malaysian wanted to maintain the originality as a seller and also to meet customer needs.

The uniqueness of this product is the ingredients and how it made. I used all fresh ingredients to cook while maintain the same taste. The taste of fatty rice or what we call as nasi lemak cooked with pandan leaves attract customers to come and buy. Nowadays it is easy to find nasi lemak but it is hard to find a good nasi lemak. My customers that love my nasi lemak usually become my customer because of 'sambal' that comes with the nasi lemak. The recipe that I got from my grandmother surely becomes one of my assets right now.

Nasi Lemak Selera Melayu's customers are obviously from various ages who love nasi lemak. Not only for breakfast but it also suitable to have it for lunch.

TABLE OF CONTENTS

Contents	Page Number
1. Business Registration (Suruhanjaya Syarikat Malaysia (SSM))	1
2. Introduction of Business 2.1 Name and address of business 2.2 Organizational chart 2.3 Mission/Vision 2.4 Description of products 2.5 Price List of products	 2 - 4
3. Facebook 3.1 Creating Facebook (FB) page 3.2 Customing URL Facebook (FB) page 3.3 Facebook (FB) post - Teaser 3.4 Facebook (FB) post – Copywriting (Soft sell) 3.5 Facebook (FB) post - Copywriting (Hard sell) 3.6 Frequency posting 3.7 Sales Report	 5-26 27
4. Conclusion	27

1. Business Registration (Suruhanjaya Syarikat Malaysia(SSM))


Suruhanjaya Syarikat Malaysia
COMPANIES COMMISSION OF MALAYSIA
(Agensi di bawah KPDNKK)



FORM D (RULE 13)

CERTIFICATE OF REGISTRATION
THE REGISTRATION OF BUSINESSES ACT 1956
(ACT 197)

This is to certify that the Business carried on under the name

MOHD SHAMIRUL BIN MOHD SHAFRIDIN

REGISTRATION NO. 002345867-X

has this day been registered until **28th November 2019** in accordance with the provisions of the Registration of Businesses Act 1956, with its principle place of business at NO 209 JALAN PJS 4/2 TAMAN 46000 PETALING JAYA SELANGOR

Number of branches: ONE (1).

Dated at UTC PUDU SENTRAL this **28th August 2018.**


180828175337588
Scan to verify


DATO' ZAIRAH ABD WAHAB FENNER
Registrar of Businesses
Peninsular of Malaysia

User ID : abgrado
Printing Date : 28-08-2018

Date : Tue Aug 28 18:03:51 +08 2018



This certificate is generated from SSM e-Info Services as at 28-08-2018 18:03:51
MENARA SSM@SENTRAL, NO. 7 JALAN SENTRAL 5, KUALA LUMPUR SENTRAL, 50470 KUALA LUMPUR.

Tel: 03-2299 4400 Fax: 03-2299 4411