



اوتنور سيني تيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA



ICEPS
INSTITUTE OF CONTINUING
EDUCATION & PROFESSIONAL STUDIES

PRINCIPLES OF ENTREPRENEURSHIP

ENT530

SOCIAL MEDIA PORTFOLIO (*Facebook Page: De Batique Cake*)

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ACKNOWLEDGEMENT

In performing our assignment, I had to take the help and guideline of some respected persons, who deserve our greatest gratitude. The completion of this assignment gives us much Pleasure. I would like to show my gratitude **Madam Zanariah** for giving me a good guideline for assignment throughout numerous consultations. I would also like to expand my deepest gratitude to all those who have directly and indirectly guided me in writing this assignment.

Many people, especially my classmates who have made valuable comment suggestions on this assignment which gave me an inspiration to improve my assignment. Thanks all the people for their help directly and indirectly to complete my assignment.

EXECUTIVE SUMMARY

Social media can be a platform for doing business online.

An online business is a business where the internet is used as a medium of communication between sellers and buyers. Internet business is just as good as any other offline business. Online businesses still need business sites, capital, business goods, and even promotions for traded goods. What distinguishes between 'online' and 'offline' is the beginning of starting an online business. Through online business can bring many benefits to consumers. The Internet will always be within the range of twenty-four hours a day.

Online businesses also do not limit things like culture, race, country, border, distance and time. The use of internet or marketing and sales approaches is also different. In addition to having the skills to promote online products, we also need some support to make things faster and more efficient.

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INTRODUCTION OF BUSINESS

Name and Address of Business

DE BATIQUE CAKE

No. 3133, Jalan Kunci Air,
Rantau Panjang,
42100 Klang,
Selangor Darul Ehsan

Organization Chart



Owner/Baker
NOR FARIZA BINTI BASIRAN



Baker's Assistant
FARAHANIM BINTI SUHAIDI



Runner
NURITA BINTI NURDIN