



**BM 243 (HUMAN RESOURCE  
MANAGEMENT)**

**ENT 530 – PRINCIPLES OF ENTREPRENEURSHIP  
(SOCIAL MEDIA PORTFOLIO)**

LECTURER'S NAME : MADAM ZANARIAH BINTI ZAINAL ABIDIN  
NAME : NUR SYAHIRAH BINTI AHMAD SHUKRI  
MATRIX NO. : 2017868542  
GROUP : NBH 6B

*Hand sell & soft sell  
cannot differentiate*

*Bt*

*BH*

# ACKNOWLEDGEMENT

Assalamualaikum w.b.t.

Praise and grateful to Allah swt because I can finish all of my assessment for this semester successfully. I feel very thankful and blessed because I have learned new things in my life. For example, I learn to be a successful entrepreneur in future by create a business entity on social media like facebook page.

It helps me a lot to improve more on business skills such as marketing, operations, financial and others. I learned to make every single things that I did not know before this such as teaser post, soft sells and hard sell. I can improve all this from day to day.

Besides, I would like to give a big thanks to my lecturer in ENT 530 subject, Madam Zanariah binti Zainal Abidin because she have teach me about how to start the business, when, about the financial plan and marketing plan. She also such a kind person because she has given all the info from the first day until now. Thank you a lot.

Not only that, I would like to give special thanks also to the one and only gift from Allah swt who is my parent because have support on my business. They also have contribute some capital for me and give me some useful ideas. They also have teach me where I can start to promote my business. Thank you so much.

Last but not least, I also grateful to have all of supportive friend who always cooperate from start until now. They also have helps a lot to give some brilliant ideas to make this business which is make by little capital but can make profit. Thank you to my classmate for this semester and all my college friend and office mate too for support.

## **EXECUTIVE SUMMARY**

This business is sole proprietorship business that have registered under Suruhanjaya Syarikat Malaysia. This is a new business entity that focusing 100% based on online selling. Although this is a new product, I trust that it will be known one day.

I have get an idea to make a new product that will be make people satisfaction. It is a snack that that the raw material are from banana and chocolate. It is suits for me to start it because it requires only a few capital that will make more profit because people nowadays love to eat an easy snack but delicious and can bring anywhere.

In future, I would like to produce more snack like this but I want to make variety flavor and taste based on public requests. For example, the base are same base on the banana, but I will vary it with some flavor such as strawberry, cheese and others.

Lastly, I hope that I can open 1 shop lot to start up this business entity make people know and easy for them to get all of my product. The market price currently are affordable and reasonable to all kind of people.

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## **Name and address of the business**

We have named and brand our business as Pis.co Delicious because of the unique name and will be remember by all people. Pis.co Delicious was named based on its raw material which is 'pisang' and combination of 'chocolate'. That rare food nowadays are the one of favorite food and snack among youngest because it is easy to bring anywhere.

Our home based are stated in Putrajaya. At first, we just selling in online. But now, we have put our product in a few shop lot to promote Pis.co delicious. Until now, our product get overwhelming response from publics. We also have supplied to near with our based such as in Bangi, Cyberjaya, Kajang and Dengkil.