



SOCIAL MEDIA CREATIVE REPORT

PREPARED BY

**SYED IRFAN RABBANI SYED AMDAT
2020961529**

PREPARED FOR

PN SITI NAZIRAH OTHMAN





**SYED IRFAN RABBANI B
SYED AMDAT**

Personal Information

Name	: SYED IRFAN RABBANI B SYED AMDAT	Phone/Mobile	: 0177650410	Edit
New Identity Card No.	: 990930016937	Home Address	: NO 26 JALAN SAGU, TAMAN SOGA	
Email Address	: baniirfan19@gmail.com	District	: BATU PAHAT	
City	: BATU PAHAT	Postcode	: 83000	
State	: Johor	Personal Instagram	: https://www.instagram.co m/sydirfx.an/	
Personal Facebook	:	Race	: Malay	
Gender	: Male	Special Need Required	: No	
Marital Status	: Single			

Institution Information

[Add New](#)

UiTM Melaka - Bachelor of Graphic Design

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Melaka	Name of Institution	: UiTM Melaka	
Address of Institution	: Universiti Teknologi MARA (UiTM) Melaka, Kampus Alor Gajah, Km 26 Jalan Lendu, 78000 Alor Gajah, Melaka	City	: Alor Gajah	
District of Institution	: Alor Gajah	Postcode	: 78000	
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: Bachelor of Graphic Design	Class Name	: ENT530	
Subject Name	: Principles of Entrepreneurship	Year Enrolling the subject	: 2021	
Month Enrolling the Subject	: 4	Lecturer Name	: SITI NAZIRAH BINTI OMAR	
Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 1	
Related To Study Field	: Yes			

eCertificates

[Click here to download Programme eCertificate now](#)

Executive Summary

Fatkokiess is a newly established company in 2021. Fatkokiess also provides premium cookies and also has a combination of native dates. Additionally, Fatkokiess also aims to serve the public with a unique taste as well as high-quality product services. The fresh blend of the oven is perfectly blended and has a choc chip and native dates that make it different from other brands. The crispy taste and gives customers experience with a melted choc chip in the mouth and gives joy in every bite because customers will be addicted to 'taste'. Our target audience range is quite extensive but focuses on chocolate lovers and cookies in Malaysia. The special taste of our handmade cookies at Fatkokiess has the main attraction for customers to buy more cookies with us. The platform I use for the marketing process and sales of our cookies are via Facebook. It is an important platform for the involvement of sellers and buyers and is mostly used by entrepreneurs today. Additionally, for payment methods, Fatkokiess receives cash on COD delivery and online payment method for postage we receive money via bankin.



Name of Brand

- FatKokiess

LOGOSYMBOL



Name of Product

- ChocoDates

LOGOTYPE



ORGANIZATION CHART

