



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

**SEMESTER 4 SESI 2020/2021
MARCH 2021 – AUGUST 2021**

**ENT530
PRINCIPLES OF ENTREPRENEURSHIP**

**TITTLE OF ASSIGNMENT:
SOCIAL MEDIA REPORT**



**PREPARED BY:
MUHAMMAD AMIR SYAHMI BIN SUKHAIRUL (2019695316)**

**CLASS:
BA243 4B**

**CHECKED BY:
MADAM NOORAIN BINTI MOHD NORDIN**

NO.	TITLE
1.	Acknowledgement
2.	Executive Summary
3.	Go-Ecommerce Registration Personal Information Business Profile E-Certificates
4.	Introduction of Business <ul style="list-style-type: none"> • Name and Address of Business • Organizational Chart • Mission and Vision • Products Description • Price List
5.	Facebook Page (FB) <ul style="list-style-type: none"> • Creating Facebook (FB) Page • Customizing URL Facebook (FB) Page • Facebook Header • Facebook (FB) post – Teaser • Facebook (FB) post – Copywriting (Hard sell) • Facebook (FB) post – Copywriting (Soft sell) • Frequency of Posting • Page Insight
6.	Conclusion

EXECUTIVE SUMMARY

Nowadays, everyone uses social media to keep connected all over the world. It delivers a plethora of benefits when used properly. People, particularly on Facebook, utilise it for online shopping. Many businesses utilise Facebook because it is simple to use and may connect them with a huge number of potential customers. Customers find it simple to work with the vendor on a variety of issues. Exploring the usage of social media to gain benefits as a supplier or a client takes time. I receive a lot of information and benefits from using Facebook to market the “Laloca Mojito” goods as the proprietor of the “Laloca Mojito” Facebook page. It is a wonderful benefit when we realise how much more we can do with social media than just interact with customers. Because we live in a technological age, it is critical for us as sellers to understand how to utilise social media to promote items so that buyers are attracted to buy.


GO-ECOMMERCE REGISTRATION

Personal Information

Go-eCommerce BETA

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PERSONAL PROFILE BUSINESS PROFILE


Muhammad Amir Syahmi Bin Sukhairul

Personal Information

Name	: Muhammad Amir Syahmi Bin Sukhairul	Phone/Mobile	: 0132690242	Edit
New Identity Card No.	: 980212025047	Home Address	: 174, Jalan Bukit Coral 8, taman Bukit Coral	
Email Address	: syahmisukhairul@gmail.com	District	: sikamat	
City	: Seremban	Postcode	: 70400	
State	: Negeri Sembilan	Personal Instagram	: syxhmi.kray	
Personal Facebook	: Amir Syahmi Sukhairul	Race	: Malay	
Gender	: Male	Special Need Required	: No	
Marital Status	: Single			

Institution Information

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UiTM Melaka Kampus Bandaraya Melaka - ENT530

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Melaka	Name of Institution	: UiTM Melaka Kampus Bandaraya Melaka
Address of Institution	: UiTM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang	City	: Bandaraya Melaka
		Postcode	: 75300

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State of Institution	: Melaka	Name of Institution	: UiTM Melaka Kampus Bandaraya Melaka	
Address of Institution	: UiTM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	: Bandaraya Melaka	
		Postcode	: 75300	
District of Institution	: Melaka Tengah	Study Status	: Full time	Edit Delete
Level of Study	: Bachelor Degree	Class Name	: M1BA2434B	
Course Name	: ENT530	Year Enrolling the subject	: 2021	
Subject Name	: ENT530	Lecturer Name	: Noorain Mohd Nordin	
Month Enrolling the Subject	: 3	Year Of Internship Enrollment	:	
Internship Enrollment	: No	Period of Internship Training	:	
Month of Internship Enrollment	:	Expected Month To Complete Study	: 11	
Expected Year To Complete Study	: 2022			
Related To Study Field	: Yes			

eCertificates


Business Profile

Go-eCommerce BETA

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Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE


Muhammad Amir Syahmi Bin Sukhairul

Company Name	: Laloca Mojito	Company Registration No.	:		Edit
Type Of Business	: Enterprise	Business Role	:	Agent	
Facebook Page	: Laloca Mojito by Syahmi Sukhairul	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:		
Marketplace	:	Business Website	:		
Business Related to Your Study Field	:	Type Of Website	:		
		Experience in International Export	:		

Available Contest

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