



اَبُو سَيِّدِي تَيْكُونُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Seni Lukis
& Seni Reka

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

DINO MONSTER

SOCIAL MEDIA REPORT

PREPARED BY :

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MATRIC NO. :

2020983219

CLASS :

MAD2415B

FACULTY/PROGRAMME :

BACHELOR'S DEGREE IN GRAPHIC DESIGN (HONS.)

LECTURER IN CHARGE :

MADAM SITI NAZIRAH BINTI OMAR

EXECUTIVE SUMMARY

Dino Monster is a newly established company that serves the best cookies in town. Dino Monster's goal is to provide unique flavour and high-quality cookie to the public. The main ingredients for cookies in Dino Monster are premium chocolates and Nestle's Milo powder. Our freshly baked cookies will bring you joy in every bite as our customers will easily become addicted to its taste.

Our target audience is diverse, but we are mainly interested in chocolate and cookie lovers in Malaysia. The unique flavour of our handcrafted cookies at Dino Monster is the key draw for customers to return for more.

We used Facebook as the medium for marketing and selling our cookies. Because it is mostly utilised by entrepreneurs, as it is a significant platform for facilitating interactions between sellers and buyers. Moreover, for the payment method, Dino Monster deliver cookies through postage all over Malaysia in order to reduce contact with customers due to the pandemic. The postage costs RM4.60 per order.

Dino Monster utilizes both hard and soft selling techniques to encourage buyers to connect with sellers via the Dino Monster Facebook page. Additionally, new consumers interested in purchasing our cookies can read all of the evaluations and feedback left by past customers on our Facebook page. Lastly, all of the details about our cookies are properly stated in our posting so that clients can get enough information about them before purchasing them.

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GO-ECOMMERCE REGISTRATION

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PERSONAL PROFILE

BUSINESS PROFILE

**SITI SARAH AMANINA
BINTI ROSLI**

Personal Information

Name	SITI SARAH AMANINA BINTI ROSLI	Phone/Mobile	0104215099	Edit
New Identity Card No.	990410125822	Home Address	LOT 19, TAMAN AL QARI, LORONG AL QARI 2,	
Email Address	srhosli@gmail.com	District	KUBANG KERIAN	
City	KOTA BHARU	Postcode	16150	
State	Kelantan	Personal Instagram	xsarahrosli	
Personal Facebook	Sarah Rosli	Race	Malay	
Gender	Female	Special Need Required	No	
Marital Status	Single			

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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			

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BUSINESS PROFILE

**SITI SARAH AMANINA BINTI
ROSLI**

Company Name	Dino Monster	Company Registration No.		Edit
Type Of Business	Sdn. Bhd	Business Role	Agent	
Facebook Page	Crunchy Dino Monster	Business Category/Business Sub-Category	Food & Beverages / Food & Beverages	
Wechat for Business		Business Instagram Page		
Marketplace	Others	Business Website	https://www.facebook.com/CrunchyDinobySarah	
Business Related to Your Study Field	Yes	Type Of Website	eCommerce Platform	
		Experience in International Export	No	

GO-ECOMMERCE CERTIFICATE



Certificate of Completion

This acknowledges that

SITI SARAH AMANINA BINTI ROSLI (990410125822)

has successfully completed

eUsahawan Course

Level 1 – Go Digital

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