



اُيُتِمُّوْهُنَّ لِتَكُوْنُوْا مِنْ مُبَارَكًا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Seni Lukis
& Seni Reka

**FACULTY OF ART & DESIGN
UNIVERSITI TEKNOLOGI MARA
PUNCAK ALAM**



SUBJECT:

ENT530

PRINCIPLES OF ENTERPRENUERSHIP

STUDENT:

ABBIDAH KHADIJAH BINTI ABDUL AZIZ

STUDENT ID:

2020986399

GROUP:

AD2415D

LECTURER:

MADAM RAHAYU HASANORDIN

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful.

All glory be to Allah, who has provided me with the power and knowledge to fulfil my task. This assignment is part of my Principles of Entrepreneurship course. This task has been quite beneficial and a valuable learning experience for me.

I want to thank my supportive professor, Madam Rahayu Hasanordin, for providing us with helpful guidelines and unwavering support in a variety of ways. Also, please advise me on many aspects of the assignment.

I put together a lot of effort on this project. However, it would not have been feasible without the assistance of my parents and family. They also provided me with numerous ideas and assisted me in a variety of ways. I would like to thank my mother and family for their cooperation and encouragement, which really helped me in finishing the project. Finally, this assignment has taught me many things, particularly how to enter the corporate world and how to adapt to the ever-changing market and environment in order to become successful people.

Executive Summary

Principle of Entrepreneurship subject is compulsory for student in semester 5. In this assignment, each of students are required to choose a product as their business and compose social media portfolio through Facebook page as the platform to run online marketing campaign. This is an individual project.

By utilizing Facebook as the marketing purpose, the students have to provide the created Facebook page, customizing URL Facebook page, teaser posting, copywriting on hard sell and soft sell, and support the posting with good graphic for the online marketing.

Students also required to register in go-ecommerce system to get access with online module by MDEC. Lecturer also have to register go-ecommerce portal to enable the student to choose the name of the lecturer who taught when fill up the go-ecommerce.

TABLE OF CONTENT

PAGE

TITLE PAGE

ANKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY

1. GO-ECOMMERCE REGISTRATION

1.1 Print Screen

2. INTRODUCTION OF BUSINESS

2.1 Name and address of business

2.2 Organizational Chart

2.3 Mission / Vision

2.4 Description of Products / Services

2.5 Price List

3. FACEBOOK (FB)

3.1 Creating Facebook (FB) page

3.2 Costuming URL Facebook (FB) page

3.3 Facebook (FB) post – Teaser

3.4 Facebook (FB) post – Copywriting (Hard sell)

3.5 Facebook (FB) post – Copywriting (Soft sell)

4. CONCLUSION

5. REFERENCES


6. APPENDICES

Go-eCommerce META

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

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

PERSONAL PROFILE **BUSINESS PROFILE**



Abbidah Khadijah Binti Abdul Aziz

Company Name	:	Leeya's Kitchen	Company Registration No.	:		Edit
Type Of Business	:	Sdn. Bhd	Business Role	:	Product Owner	
Facebook Page	:	Dendeng Daging Seleria by Leeya's Kitchen	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:	None	Business Website	:	https://www.facebook.com/kitchenofleeya	
Business Related to Your Study Field	:	Yes	Type Of Website	:	eCommerce Platform	
			Experience In International Export	:	No	

Figure 1.3 Go-Ecommerce Business Profile

2. INTRODUCTION OF BUSINESS

2.1 Name and address of business

2.1.1 Business Name: Leeya's Kitchen.



Figure 1.2 Business Logo

2.1.1 Address of Business:

Lot 850, Kg Kelan Halt 1,
35800 Slim River, Perak.