



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



SOSIAL MEDIA PORTFOLIO

FACULTY AND PROGRAMME: Faculty of Art and Design
Bachelor (Hons.) Graphic Design (AD241)

SEMESTER : 05

PROJECT TITLE : SOSIAL MEDIA REPORT

NAME :

NO.	NAME	STUDENT ID	PROGRAMME	GROUP
1.	NOR SYAFIQAH BINTI DAMLA	2020995505	AD 241	5C

LECTURER: MADAM RAHAYU HASANORDIN

ACKNOWLEDGEMENT

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I also would like to extend chance my gratitude directly or indirectly towards my parents, family members and friends who have been supported me morally and help me to complete this project.

EXECUTIVE SUMMARY

In this study, the business and product that I have chosen for my Social Media Platform is from Supercube. This online business was owned by a young entrepreneur, Nor Syafiqah Binti Damla . Supercube was focused under Food categories since Supercube products are in the form of cubes which contain molasses and herbs which are commonly made to be a drink.

Supercube always wishes and offers the best service for our customer. Our main target customer is a person who wants to take care of their health as Supercube wishes their customer to gain benefits from all the healthy herbs in a drink without any hassle. As we carefully choose the best ingredients and pack them based on categories for our customer to choose which type of drink is suitable and gives benefits that they want.

This business, we hope that our customer manages to improve their health especially during this pandemic. Supercube is always aware and alert of their customer satisfaction and feedback as they play the most important role for our business. Last but not least, I wish for this online business product to give health benefits to our customer and will grow in the future.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business



Name of Business : Supercube Time

Business Address : LOT 4 , JALAN SG 7/10 TAMAN SRI GOMBAK
68100 , BATU CAVES, SELANGOR.

2.2 Organization Chart

Supercube Time is one of Supercube agents' group and it was manage by 1 person only which is Nor Syafiqah Binti Damla as a manager who is also play role as financial management and do all digital marketing to promote the product in social media platform at Facebook.



Manager of Supercube Time: Nor Syafiqah Binti Damla