

UNIVERSITI TEKNOLOGI MARA
KAMPUS PUNCAK ALAM, SELANGOR

ENT630
PRINCIPLE OF ENTREPRENEURSHIP

BACHELOR'S IN GRAPHIC DESIGN (HONOURS)
FACULTY OF ART AND DESIGN

ASSIGNMENT SOCIAL MEDIA PLATFORM
(MS DIRA)

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ACKNOWLEDGEMENT

In the name of ALLAH, the most gracious and the most merciful with Selawat and Salam to Prophet Muhammad S.A.W. Alhamdulillah, thanks to ALLAH S.W.T for blessing me with His mercifulness for my health, strength, and life all this time. With the help and permission of ALLAH, a lot of effort and self-confidence in doing this research, I was granted the opportunity to accomplish this assignment.

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EXECUTIVE SUMMARY

Ms. Dira was established and started fully operating at Pt 739 Jalan Kelaboran, Perumahan Dalam Rhu in January 2018 which is fully managed by Nur Syadira Atika Binti Awang Su. At the beginning of the establishment of the mini market business was fully supported and driven by her family, especially her mother. Ms Dira is launching a new dipping sauce that is homemade chili dipping sauce specifically for Chicken Rice and any Malaysian Cuisine.

YAS started in 2017. According to the customer review, the product gave fantastic feedback due to their specialty taste of tanginess of the vinegar and strong fermented flavour of garlic in the dipping sauce with a hint of sugar. Price is affordable and liked by many people. The business is only in Jalan Nelayan, Tumpat neighbourhood.

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NAME AND ADDRESS OF BUSINESS

Ms Dira was named after Nur Syadira Atika Binti Awang Su @ Ashaari. Ms Dira business located at Pt 739 Jalan Kelaboran, Perumahan Dalam Rhu, 16200 Tumpat, Kelantan.

ORGANIZATIONAL STRUCTURE



MISSION

Ms Dira's mission is to grow your business to a higher level by producing branded marketing products.

VISION

To satisfied customer and having a good reputation around customer perception.