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**ENT530
Principals of Entrepreneurship**

**Title:
Individual Assignment 2
Social Media Platform: Cookies Leleh By Bujang Dara**

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2.0 EXECUTIVE SUMMARY

This report is about a social media portfolio where every student needs to run small businesses using online platforms, which is Facebook. The purpose of this social media report is where students will be exposed to how to run and operate a business or company. This is where it is designed for students who are interested in creating a venture, acquiring an existing business, or working in start-ups. In this course, students will run their small businesses or companies and know how to build businesses at the early stage and how to market their products.

There are a lot of benefits for students and learners to studying entrepreneurship from a different social and economic background as it teaches people to gain unique skills and think creatively. Moreover, it encourages creativity, innovation, and collaboration. And this includes helping them to learn about core business areas such as finance, sales, marketing, management, and accounting, and indirectly it develops, broader-ranging skills such as adaptability, effective communication, and confidence. It also teaches students crucial life skills that will help them navigate this uncertain future. These skills include problem-solving, teamwork, empathy, and learning to accept failure as a part of the growth process.

Therefore, in this report, there is an introduction of the business and Facebook details of Cookies Leleh By Bujang Dara business. For the introduction of the business, this is where it stated the name and address of the business, organizational chart, vision and mission, descriptions of products services, and price list. Besides, for Facebook, there are creating (FB) pages, custom URL Facebook (FB) page, Facebook (FB) post teaser, copywriting (hard sell), copywriting (soft sell) and graphics. Due to that, business strategy is important for me as a beginner to set competitive moves and actions that a business uses to attract customers, compete successfully, strengthen performance, and achieve organizational goals. Finally, at the end of this report, I will conclude what I got from this report and what I have learned along the process of completing this individual assignment.

4.0 INTRODUCTION OF THE BUSINESS

4.1 NAME AND ADDRESS OF BUSINESS



(Official Company Logo)

The name of the business is Cookies Leleh by Bujang Dara and it is based from Saujana Utama, Selangor. Basically, the name 'Bujang Dara' represents the gender of this business team which consist of one female and three males. Therefore, they tend to utilized the Malay traditional terms as a business name to indicate a local Malaysian product. It is also simple and easy for customers to remember and recognized. This business was established on 24 March 2021 and still running until now for almost 4 months. Even though the founder of this business is a full-time student at UiTM Seremban and currently taking a bachelor's degree in Corporate Admin, Anisah,²³ still able to organize time to spend with her studies and managing business.

As the Bujang Dara team is among students, and the idea to establish the business comes during Covid-19 pandemic, Bujang Dara does not have any physical store to operate its business. Every meeting, product planning and sales are conducted online and in Anisah's house which located at Saujana Utama. Bujang Dara only advertised and operated through social media platforms such as Instagram, Facebook and Shopee. This business also manages to expand their marketing by having 12 agents in 5 states which are in Selangor, Johor, Kedah, Kelantan and Melaka. It has both cash on delivery and post delivery service for customers to enjoy it wherever they are.