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(ENT 530) PRINCIPLES OF INTERPRENEURSHIP SOCIAL MEDIA PORTFOLIO

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- MATRICS NO : 2020955827
- SEMESTER : 05, AD2415A
- FACULTY & PROGRAMME : Art & Design, Bachelor of Graphic Design (Hons.)
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ACKNOWLEDGEMENT

First and foremost, praises and thanks to the God, the Almighty, for His showers of blessings throughout my individual project work to complete successfully.

Besides, I would like to express my deepest appreciation to those who are help and guide me the most until i am possible to successfully complete this individual project. A special gratitude give to our subject lecturer, Madam Nur Hazwani Zolkifli that provided us with invaluable advice and helped us in difficult periods. Her encouragement and suggestions has help me a lot to contributed tremendously to the successful of this individual project.

Plus, I am extremely grateful to my parents for their love support, prayers and sacrifices for educating and preparing me for my future. Also, I want to thank my classmates that willing to help and share information together. They have give a moral support and wisdom to go through the assignment.

Last but not least, I am very thankful to everyone who have supporting me spiritually throughout my life. Because of that love support that i have received, I have successfully completed this indivual assignment effectively.

EXECUTIVE SUMMARY

TShazbakery is a small business based in Nilai, Negeri Sembilan. It is owned by a 41 years old woman, Mrs. Noor Shahrizan Binti Mat who started honing her interest in making fresh breads, cakes and biscuits since December 2020.

Plus, with the interest and talent that she possesses, she initially only did this business as a hobby. Because of the great response she received by her customers, she is determined to start the business with a deeper focus. This is because she wants to be focused on giving the best taste of Homemade bakery. Pn Noorshahrizan also stated that “customer satisfaction plays an important role to me ” This shows that the products from TShaz Bakery are the products that are entirely baked with love and care. Until now, TShaz Bakery always provided the fresh bread, dessert and cookies as their main menu.

So, for this project, I managed to help TShazbakery by promoting her brand. In addition, I used facebook page by posting about 40 interesting contents to create more engagement to her brand.

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INTRODUCTION OF BUSINESS

- Name and address of business



The name of this business is TShaz Bakery. TShaz bakery has been operating since last year (2020). It provides fresh breads, cakes and even cookies. This business was located at No. 121 Jalan Melati 4, Taman Desa Melati, 71800 Nilai, N.Sembilan.

- Organizational Chart



TShaz Bakery is a sole proprietorship and only an operate small business only. Therefore the organizational chart only contains of the owner of TShaz Bakery Pn Noor Shahrizan.