



اَبُو سَيِّدِي تَيْكُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO: CHEESE KITCHEN AMIR



PREPARED FOR

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UNIVERSITI TEKNOLOGI MARA (UiTM)

FACULTY ART AND DESIGN

1 JULY 2021

ACKNOWLEDGEMENT

Alhamdulillah, with his permission and grace, it is impossible to be able to complete this task alone without the efforts of encouragement and words of encouragement from various parties. Thank you for all the kindness and understanding of all parties who helped with full energy in completing social media assignments.

Firstly, with a sense of humility and very appreciative of the kindness of my lecturer, Dr Muhammad Iskandar Hamzah who is very understanding and tireless in giving encouragement to me and my friends throughout the completion of this assignment. drift and default and strive to successfully complete this portfolio. Thank you very much to Dr Iskandar for still giving me the opportunity and not giving up in ensuring that every student succeeds in the subject he teaches. May Dr always be given good health and always be given cheap sustenance.

Secondly, I also don't forget to want to say a thousand thanks to my fellow friends especially Ros Izzati who never forgot to remind me to complete my assignment. Thanks also to the other friends who also provided guidance and information to me throughout the making of this portfolio.

Plus, to my parents Encik Amran Abd Rahman and Puan Sukina Nit who always gave words of encouragement to me and my family members who always gave ideas and encouragement to my weak self and negligent to my own responsibilities.

Lastly, many thanks also to each individual who provided excellent cooperation to me in ensuring the smooth process of completing my portfolio work. May you all always be healthy and safe and happy I pray.

EXECUTIVE SUMMARY

Cheese Kitchen Amir is actually in the same organization as the original brand, Cheese Station. It is produced to work on a portfolio that has been divided. Cheese kitchen Amir is an industry that prepares food from home and will be delivered to customers who have made an order. Cheese Station was established by my sister two year since ago after she finished her studies. At first he only traded on a small scale.


Due to the encouraging response, he has appointed me as his assistant in promoting food sales products on social media as well as responsible for producing pictures of the food before being offered on social media. At the beginning of this business, cheese kitchen only sold cheese and macaroni -based foods. However, due to the high spirit of the cheese station founder where he has processed several types of food menus that can be adapted to cheese.

Beside that, the thing that attracts customers to buy back with cheese kitchen is due to the taste and age suitability to enjoy the food provided while not causing nausea due to the main ingredient which is cheese. Apart from that, the price which is placed in the range of Rm 10.00 to Rm 13.00 is considered very affordable apart from the quantity provided is also very much according to the order.

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1.1 Business Information Sheet

Name of Business (with logo)	:	Cheese Kitchen Amir 
Name	:	Muhammad Amirullah Bin Amran
Phone Number	:	0112-8945423
Email	:	mmuhammadamirullah@gmail.com
FB webpage address	:	https://www.facebook.com/cheeselelehteruna/
Brand name	:	Cheese Station
Online business mode	:	Dropship
Nature of business	:	Promoting and selling Cheese Food
Type of products	:	Food & Beverages, Food Delivery