



اَوْنِيْتِي تِكْنُوْلُوْجِيْ مَارَا
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MARA

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ENT530 / PRINCIPLE OF ENTREPRENEURSHIP

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EXECUTIVE SUMMARY

Dapo Rifqi is a breakfast stall that provides a variety of interesting food for customers, especially those who live around the Bukit Payong Kuala Terengganu. The menu offered, is guaranteed will satisfy customers in terms of taste satisfaction and the price offered is also reasonable with the quantity of food. Not only that, Dapo Rifqi also provides a menu suitable for customers who follow a diet. So, every customer who comes to Dapo Rifqi, they have a variety of food options according to the suitability of their mood. Dapo Rifqi also have its own social site to do marketing as well as to attract the community awareness toward the service produce, which is Facebook, Instagram and WhatsApp. Every follower who "likes and follow" Dapo Rifqi on social media, will see daily development because every day, Dapo Rifqi will make a post about the menu provided especially if there are a new menu release.

TABLE OF CONTENT

NO.	CONTENT	PAGE
1.	Acknowledgement	i
	Executive Summary	ii
2.	Certificate	1
3.	Go-Ecommerce Registration	2
4.	Introduction of Business	3
	<ul style="list-style-type: none"> • Name and Address of Business • Mission and Vision • Description of the Product • Price List 	4
		5
5.	Facebook	9
	<ul style="list-style-type: none"> • Creating Facebook (FB) Page • Costuming URL Facebook Page • Facebook (FB) Posting – Teaser Post • Facebook Copywriting – Hard Sell • Facebook Copywriting – Soft Sell • Facebook (FB) Page Report Summary • Frequency of Posting 	10
		13
		17
		21
		22
6.	CONCLUSION	24

3.0 INTRODUCTION OF BUSINESS




3.1 Name and address of business

The name of this business is Dapo Rifqi. It is located at 144, Kampung Padang Pak Wan, Bukit Payong, 21400 Marang Terengganu.

3.2 Business Logo



3.3 Organization Chart

		
CEO of Dapo Rifqi (Chef)	CEO Assistance of Dapo Rifqi (Chef)	Marketing Management for Dapo Rifqi