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UNIVERSITI
TEKNOLOGI
MARA

FACULTY HOTEL AND TOURISM MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)

SOCIAL MEDIA PORTFOLIO

YUMMY CHCOTUB BYZH

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1.0 ACKNOWLEDGEMENT

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I'm grateful because I managed to complete the assignment within the time given by Madam Norfazlina. This assignment cannot be completed without the effort and co-operation from my supplier for my product which is Zayyan Yummy Choco Tub. Finally, I would like to express my gratitude to my beloved family and my friends for their support and willingness to spend their time for me.

1.1 EXECUTIVE SUMMARY

This business name is YummyChocoTubbyzh. This business opened when I have been asking to complete my individual project which is online business that requires student to sign up Facebook page. Before that, I registered my business on Go- Ecommerce. I have registered location for my business is at Segamat, Johor. But other people outside Segamat also can purchase because we also can send to them by postage. Any more information or detail can contact my number which is 0137468018.

According to this business, I was assign to the media social as a medium to gain more knowledge and information in entrepreneur life. This entrepreneur life is very impactful to us as a student and especially when pandemic happen. My aim is to satisfy the customer and ensuring the best quality of my business.

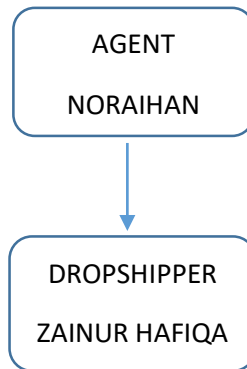
I had learned so many things in business life and how to handle customers. It is not as easy as expected which is I need to manage and handle customers that have a lot of trouble. I have got so much to learn from my lecturer. I improved myself from nothing to something.

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3.0 Introduction of business

- i. Name and address of business : YummyChocotubbyzh
 - Address : Ladang Mungka KB 524, 85009, Segamat, Johor.
- ii. Organizational chart



- iii. Mission / vision
 - Mission – 1. To spread the power of choco tub that different from usual
2. To make customers happy and enjoy with the product
 - Vision – 1. Being the best , so that our customers always smile
2. Make who purchase our product enjoy the delicacy of it
- iv. Descriptions of products / services

