



**FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA (UiTM)**

**KAMPUS PUNCAK ALAM**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)**

**HEALTH ADMINISTRATION BA235**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**SOCIAL MEDIA PORTFOLIO**



**ROTIES BY ASH**

**Prepared by:**

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## **ACKNOWLEDGEMENT**

In the name of Allah, the Most Gracious and the Most Merciful Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this report. This report is one of the assessments that were given for the subject of Principles Of Entrepreneurship (ENT530).

I would like to express my gratitude to our lecturer, Madam Nadiah Maisarah Abdul Ghani who guide us the entire process of completing this report. She has provided a complete guideline on how to write this report.

Beside that, thank you to University Technology Mara (UiTM) for making this subject as a part of our syllabus to exposed us to business world and acknowledge business education.

Finally, an honorable mention goes to all of my classmates for any advice, motivation, tips, and discussion during the process of completing this task.

## **EXECUTIVE SUMMARY**

Roties by Ash was created in conjunction with the task given for the Principles Of Entrepreneurship (ENT530) subject. This online business was created mainly for the purposes of Academic Assessment only.

Roties by Ash provides various menu of homemade bread to the customer. Our mission is to produce and provide an inexpensive and accessible organic option in baked goods and pantry basics for everyone, especially those with particular dietary needs. This includes gluten free, no preservatives, and no artificial flavours. Furthermore, the ingredients that we used in production of our bread are ingredients that grown without the use of pesticides, synthetic fertilizers, sewage sludge, genetically modified organisms (GMO's), or ionizing radiation.

Our target market mainly focused on people who has particular dietary needs. Other than that, we also marketing on our products to mass market by exposing them with the benefits of consuming organic bread.

Thus, in order to complete this task, all of our information, promotions, advertising technique are done on Facebook platform. For this particular task, we were instructed to post an Facebook advertising that consist of teaser, soft sell and hard sell advertising.

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# 1 GO-ECOMMERCE REGISTRATION

The screenshot displays the user profile page for 'Go-eCommerce BETA'. The user is logged in as 'MUHAMMAD ASYRAAF BIN IZHAN'. The page is divided into two main sections: 'Personal Information' and 'Institution Information'. The 'Personal Information' section includes fields for Name, New Identity Card No., Email Address, City, State, Personal Facebook, Gender, and Marital Status. The 'Institution Information' section includes fields for Type of Institution, State of Institution, Address of Institution, District of Institution, Level of Study, Course Name, Subject Name, Month Enrolling the Subject, Internship Enrollment, Month of Internship Enrollment, Expected Year To Complete Study, and Related To Study Field. There are also fields for Institution List, Name of Institution, City, Postcode, Study Status, Class Name, Year Enrolling the subject, Lecturer Name, Year Of Internship Enrollment, Period of Internship Training, and Expected Month To Complete Study. The page has a navigation bar at the top with options like HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE. There are also 'Edit' and 'Delete' buttons for the institution information.

Personal Information			
Name	: MUHAMMAD ASYRAAF BIN IZHAN	Phone/Mobile	: 0142646620
New Identity Card No.	: 000329080801	Home Address	: NO 25 JALAN TANJUNg RHU 30/45A SEKSYEN 30
Email Address	: 2019614724.asyraf@gmail.com	District	: PETALING
City	: SHAH ALAM	Postcode	: 40460
State	: Selangor	Personal Instagram	: null
Personal Facebook	:	Race	: Malay
Gender	: Male	Special Need Required	: No
Marital Status	: Single		

  

Institution Information			
UITM Puncak Alam - ENT530_S (NMAg)			
Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UITM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam
District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: ENT530_S (NMAg)	Class Name	: ENT530_S (NMAg)
Subject Name	: ENT530_S (NMAg)	Year Enrolling the subject	: 2021
Month Enrolling the Subject	: 3	Lecturer Name	: Nadiah Maisarah bt Abdul Ghani
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 7
Related To Study Field	: Yes		

## 2 INTRODUCTION OF BUSINESS

### 2.1 NAME AND ADDRESS OF BUSINESS

The name Roties by Ash was created as combination of Roties as Roti, which is bread in Bahasa melayu and Ash as my nickname. The purpose of creating this name I would like to emphasize that I personally own my bread business and serves my customer. By combining my own name in the name of the business, from my own perspective it created an authentic name and human identities. Other than that, by combining my nickname as part of my business name, it could help in maximizes the value of my personal credibility as respected and reputable to my customer. Plus, it can makes my business memorable by helping my customer remember my own name as it is specific.

The Roties by Ash is located at No 25, Jalan Tanjung Rhu, 30/45A, 40460 Seksyen 30, Shah Alam, Selangor, Malaysia. As this business is created for academic purposes only, the address provided is the founder's home address.