



UNIVERSITI TEKNOLOGI MARA
SELANGOR BRANCH
PUNCAK PERDANA CAMPUS

Faculty of Information Management
Bachelor In Information Science (Hons) Information System
Management (IM245)

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO
(CRIME BITES)

NAME	HAWA SHAFINAZ BINTI AKAATA EFFANDY
STUDENT ID	2020974185
GROUP	ENT530_1
LECTURER'S NAME	MADAM NADIAH MAISARAH BINTI ABDUL GHANI
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1.0 ACKNOWLEDGEMENT

In the Name of Allah, the Most Beneficent, the Most Merciful. All the praises and thanks be to Allah, the Lord of the 'Alamin. First of all, I would like to express our special thanks of gratitude to my lecturer Madam Nadiah Maisarah Binti Abdul Ghani who gave me the golden opportunity to do this assignment called Social Media Portfolio, who also helped me in completing my project.

The success and final outcome of this project required a lot of guidance and assistance from many people and we are extremely fortunate to have got this all along with the completion of our assignment work. Whatever I have done is only due to such guidance and assistance. I came to know about so many new things about this course.

I am really grateful because I managed to complete this assignment within the time given by my lecturer. In addition, a big thank you to my classmates for their contribution of ideas and knowledge in order to help me with this assignment with their valuable suggestions and guidance that have been helpful in various phases of the completion of this portfolio.

Last, but not least, I also immensely obliged to my family for their elevating inspiration and encouraging guidance given to me throughout the course. By doing this project, I got enriched with many information which can help me in the future.

2.0 EXECUTIVE SUMMARY

For ENT5530 Principles of Entrepreneurship Social Media Portfolio assignment, I decided to sell Crime Bites HQ products since I am one of their official registered agent. Crime Bites HQ is a food and beverages exporter located at G-65 Maxim Citylights, No. 25, Jalan Sentul Perdana, 51100 Kuala Lumpur. The company produced 4 chocolate-based products which are Chocolate Chunk Cookies with Callebaut Chocolate, Rocher Cookies with melted Hazelnut Chocolate, Naked Cookies: Chocolate Chunk Cookies and Buono! Brownies: Brownies Cookies with Almond Nibs. However, I decided to focus on selling only 2 of their products which are Naked Cookies and Buono! Brownies for the sake of this assignment.

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5.0 INTRODUCTION OF BUSINESS

5.1 NAME AND ADDRESS OF BUSINESS

crimebites™

Name of the Business: Crime Bites.

Address: G-65 Maxim Citylights, No. 25, Jalan Sentul Perdana, 51100 Kuala Lumpur.

Telephone:

5.2 ORGANIZATIONAL CHART



Effy
CEO/Founder



Hawa Shafinaz Binti Akaata Effandy
Agent/Crimebites Ambassador