



ENT530

PRINCIPLES OF ENTREPRENEURSHIP

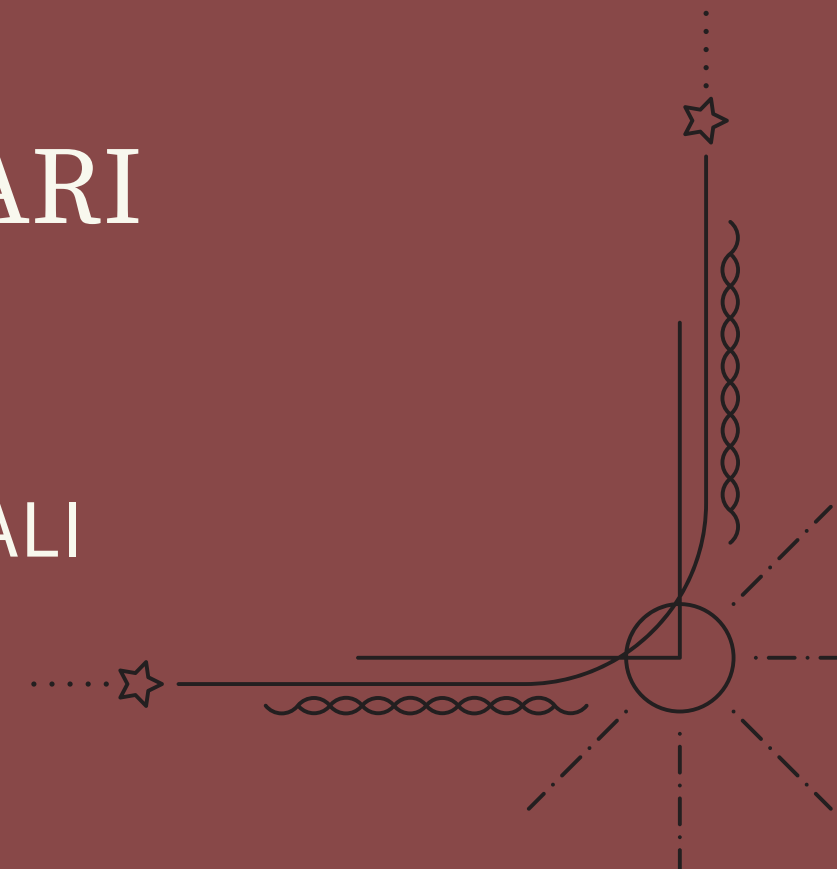
FACULTY OF BUSINESS & MANAGEMENT

SOCIAL MEDIA PORTFOLIO | ENT530-U

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2019872154

Prepared for DR SYUKRINA ALINI BINTI MAT ALI
Submission Date on 13 JULY 2021

CUCKOO
BEYOND STANDARDS



Acknowledgement

In the name of Allah, the Most Gracious and the Most Merciful.

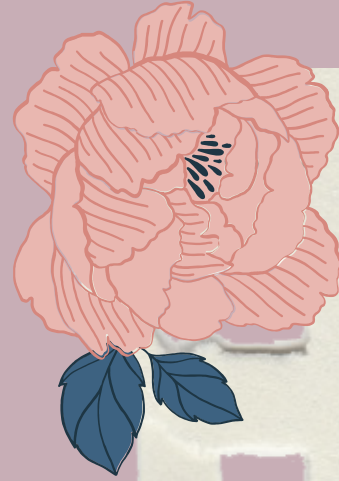
Firstly, on my initial thought, I would like to express all of my humblest of gratitude to our Lord, Allah the Almighty for His showers of blessings throughout my effort to complete the assignment successfully and the most praises to the holy Prophet Muhammad (Peace be upon him) whose way of life has been a continuous guidance in our daily lives.

I would like to express my deep and sincere gratitude to my lecturer, Dr. Syukrina Alini binti Mat Ali, for giving us the opportunity to do this assignment as well as providing invaluable guidance throughout this effort. Her dynamism, vision, sincerity and motivation have deeply inspired me. She has taught me the methodology to carry out the assignment and to present the assignment as clearly as possible. It was a great privilege and honor to work and study under her guidance. I am extremely grateful for what she has offered me. I would also like to thank her for her friendship, professionalism, empathy, and great sense of humor. Not forgetting the fact that I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing me for my future. I am very much thankful to my brothers and sister in laws for their support and valuable prayers. I would also like to extend my thanks to my friends and colleagues, for their constant encouragement. Finally, my thanks go to all the people who have supported me to complete the research work directly or indirectly.

May God shower the above cited personalities with success and honour in their lives.

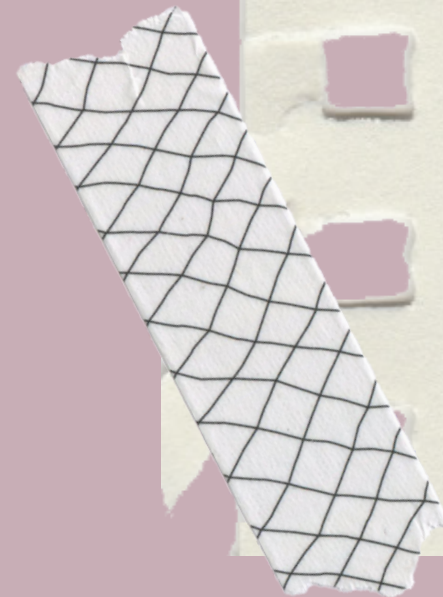


Executive Summary



Cuckoo E-Brandstore Shah Alam was established on May 21, 2021, by me, Mohamad Asyreeq bin Ashari. I am a Bachelor's Degree of Health Administration student from the faculty business management University Teknologi Mara (UiTM) who has been given a Social Media Portfolio Assignment. In this project, I was required to build a new business using Facebook as an internet platform. Hence, I made the decision to become an agent for Cuckoo products and services.

Various products and services are to be sold in my e-brandstore and I mainly serve my customers by selling and promote CUCKOO products. I am required to manage customer expectation and reach customer satisfaction. I play an important role in achieving sales target by creating strategic planning together with company.



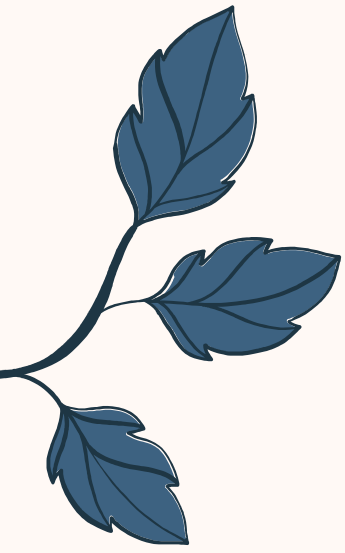


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Introduction of Business

BUSINESS NAME: CUCKOO E-BRANDSTORE SHAH ALAM

ADDRESS

12 JALAN DAM 13/21
TAMAN TADISMA
SEKSYEN 13 SHAH
ALAM 40100,
SELANGOR

ORGANIZATION CHART



This business is based on agency. Mr. Hoe Kian Choon is the Cuckoo's International founder and CEO. This type of business is handled solely by myself, with no involvement from other staffs, other agents or higher authorities.

VISION

- To become No.1 choice in healthy home appliances brand in Asia

MISSION

- To go beyond standards in all that we do
- To bring happiness wellness to Cuckoo consumers
- To grow the company organically and to become a socially responsible organisation