



اُيُتِمُ تِكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

FACULTY OF FILM, THEATRE AND ANIMATION (FITA)
UNIVERSITY TEKNOLOGI MARA (UITM)

COURSE CODE / NAME:

ENT530 / PRINCIPLES OF ENTREPRENEURSHIP

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TITLE OF ASSIGNMENT 2:

SOCIAL MEDIA PORTFOLIO

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PROGRAM / GROUP:

FF237 / FF2374A

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16 JULY 2021

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EXECUTIVE SUMMARY



Izzly food is a trademark of baby food produced in Malaysia. The main objective of the establishment of this company is to make it easier for mothers out there to prepare food for their children easily without having to take too long. Nowadays, mothers out there have their own careers, so they will run out of time to provide healthy and nutritious food to their children as a result of chasing time to go to work and so on. Izzly food makes it easier for them because they need to put Izzly food and hot water, so prepare rice porridge for their children. Indirectly make it easier for mothers to prepare food anywhere whether in a car or a public place. In addition, the intake of these foods will be beneficial to children because there are nutritious vegetable-based foods and grains. Therefore, the health of babies will be more assured because they eat foods that are healthy and suitable for children their age.

INTRODUCTION



Business growth and expansion has been approached from the perspective of the increase in numbers of business and the economic multiplier effect (Rowe, 1999). Nonetheless, little is known concerning actual growth and expansion of the individual business terms of increase in sales turnover, number of employees, increase in products and services, return on investment, market share and entry into new markets. This is particularly true when narrowed to a specific demographic group such as women owned for online business. Rational economic theory would suggest that growth aspirations and realistic expansion would be equivalent for men as for women, especially given the self-determinant nature of operating of online business. However, the literature has pointed to barriers in the path to growth, differential incomes and growth aspirations between male and female owned online business.

Peacock (2004), suggests that areas for the lack of focus on growth in the small business literature is because traditional small business less expansionist and in the majority and therefore small business surveys tend to traditional rather than the entrepreneurial and growth aspects of the sector. However, the potential markets that may be reached from home are rising rapidly, particularly for firms that export from inception. The international of small business operations in particular is increasing,

driven by globalization, changes in domestic market conditions, owner characteristics and networks. Therefore, for self employed individuals Phillip suggests that the home is the new model a business incubator in which myriad entrepreneurs begin and remain at home and while claims that business commercial premises may shift to home based premises in order to reduce costs have not materialist it is unequivocal that business are continuing to grow in number and economic significance.

Advances in Information Communication Technologies (ICT) and their increased accessibility are another factor contributing to the growth of business. Business online that operate predominately through the Internet a particularly interesting set of the business typology concerning growth as the internet allows access to new markets through email, websites and extended web presences. Similar factors have been suggested or predict growth, success innovation adoption in small businesses. Other studies have shown that government support acts to stimulate growth among small businesses. There are also a number of inhibitors to online growth. Generally high-growth orientated small businesses are constrained by lack of access to finance. Beyond finance, lists state and local ordinances prohibiting business activity in the home.

Kirchoff (1988), placed small businesses into a widely employed typology of four sectors which explained the character of businesses on the basis of rate of innovation and rate of hand is useful for conceptually organization businesses into growth categories. However, while most businesses may fit within the base group of the economic. In particular, it is not known if women owned online fit within this structure. Moreover, such economic structures and other traditional economic growth determinants such on investment, increased number of employees, net income growth, increased sales, new products and services and new markets do not account for the personal growth measurements such as personal satisfaction and achievement. Pride in the job and flexible lifestyle, which are generally valued higher than wealth creation among small businesses.


BODY OF THE REPORT

GO-ECOMMERCE REGISTRATION

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE


Nurul Izzah Binti Abdi

Personal Information

Name	:	Nurul Izzah Binti Abdi	Phone/Mobile	:		Edit
New Identity Card No.	:		Home Address	:		
Email Address	:					
City	:		District	:		
State	:		Postcode	:		
Personal Facebook	:	Izzah Abdi	Personal Instagram	:	izzah_abdi	
Gender	:	Female	Race	:	Malay	
Marital Status	:	Single	Special Need Required	:	No	

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UiTM Puncak Perdana - NHN ENT530

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	:	Selangor	Name of Institution	:	UiTM Puncak Perdana
Address of Institution	:	Universiti Teknologi MARA Kampus Puncak Perdana, Jln	City	:	Puncak Perdana

INTRODUCTION OF BUSINESS

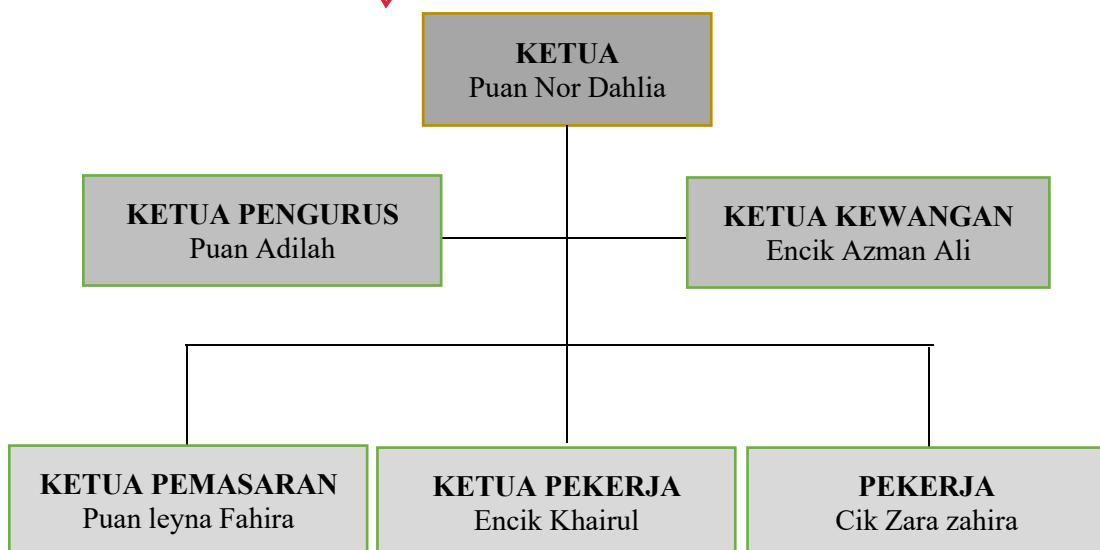


Izzly food is a brand for children's food products in Malaysia that was established in December 2020 by Puan Nor Dahlia who is a housewife. Location this shop in Seri Kembangan, Selangor, Malaysia. The idea of setting up this product was due to the reluctance to get a job at that time as a result of Covid-19 which hit the whole world. This indirectly inspired him to make nutritious food for children based on vegetables and grains that are nutritious and suitable for digestion especially for babies. Baby food needs to be chosen correctly so that it can help for their growth and health to be more secure.

From time to time this food has become the choice of many mothers in the country as it is able to save their time in making food for the children. Most mothers in Malaysia, they have their own careers such as office workers, doctors, teachers and so on make it difficult for them to provide nutritious food to children. With Izzly food, this can help mothers out there to provide delicious and fast food to their children without having to wait long in the kitchen. This will save them time to allow them to do other work at the same time.

Although there is a lot of competition in the children's food business, Izzly food continues to provide the best products to their customers because for them their satisfaction is coming from customers who like the food from their products. Since its inception, the company has produced many food products such as brown rice, rice porridge, seasoning powder and biscuits of various fruit flavors. The manufacture of various types of products makes Izzly food receive more and more loyal customers from time to time because it is known as a food product that is fast and easy to serve wherever they are. Therefore, Izzly food is a food that is suitable to take anywhere because it has a neat and practical packaging for customers. ✓

Organizational Chart ✓



Mision and Vision ✓

The main mission of the establishment of this company is to help the mothers out there in making baby food quickly without having to spend a long time in the kitchen. Apart from that, the production of nutritious food for children in Malaysia is also an objective of its establishment. This is because most children in this country are very fond of processed foods that are not good for their body if taken in excess in a day. An example of an unhealthy food is crackers which have a lot of flavors and colors that can damage their kidneys if consumed too often. Although the main purpose of this product is for children, but adults can also take it as a food supplement such as seasoning powder from Izzly food. The flavors of Izzly food are made suitable for adults who suffer from chronic diseases such as heart disease, diabetes and high blood pressure. This is because the flavor of the food does not have a lot of sugar and salt, so those who have the disease can also practice it.

The vision of this company is also to help housewives in earning their own pocket money by getting involved in being an agent for Izzly food. Indirectly, it will enable housewives in Malaysia to have their own jobs and finances as a result of selling these foods to local or foreign customers. The company's vision has been achieved as it has many housewives taking the opportunity to be agents to this brand in addition they can also provide their children with nutritious and delicious food. The making of these foods will help children to taste different types of foods that adults can eat and they can taste them too. Each establishment of the company or organization needs its own mission and vision to be their impetus to continue to raise the brand nationwide.

FACEBOOK ✓

Facebook is a type of social media used by communities around the world to sell or connect with people far away from us. Facebook can also be used without time and day restrictions. Indirectly this application can be used widely and easily for small traders to promote their products to consumers. In addition, Facebook can make it easier for its users to upload photos or videos without restrictions as it does not have many restrictions from the matter.

Izzly Food Teaser

Uploading on 9 June 2021



Yol's Izzly Food
9 Jun • 🌐

...

Siapa disini yg baru first time berumah tangga dan ibu² yang baru mempunyai anak². Makanan terbaik untuk anak² tahu tak?



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SEND MESSAGE



Yol's Izzly Food
9 Jun • 🌐

...

👉👈



Yol's Izzly Food
9 Jun • 🌐

...

Tunggu apa lagi para ibu sekalian. Jom berikan makanan terbaik untuk anak² kita 😊. Anak sihat kita bahagia, betul tak?



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Uploading on 10 June 2021



Yol's Izzly Food
10 Jun • 🌐

Jom grab cepat²



...

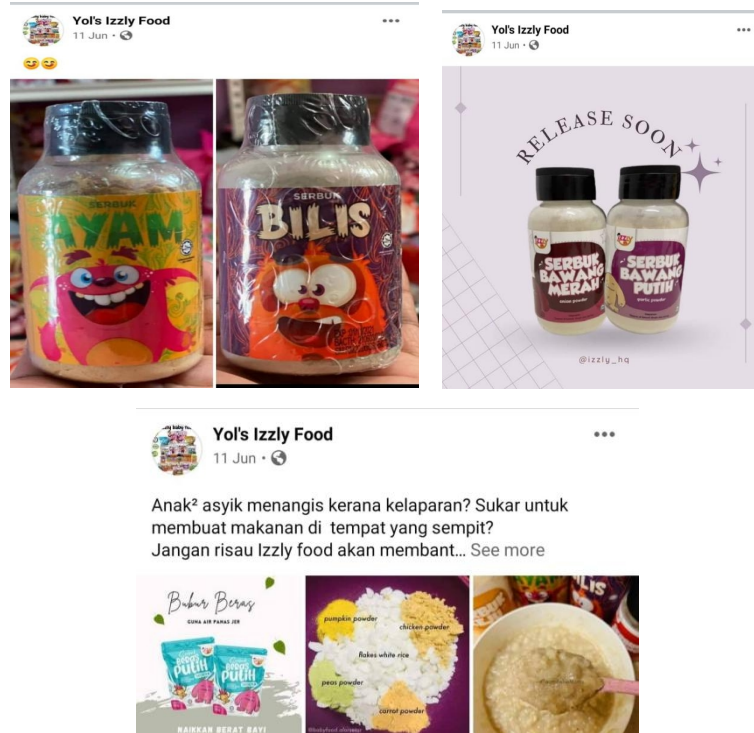
Yol's Izzly Food
10 Jun • 🌐

...

Sedap 😊



Uploading on 11 June 2021



Uploading on 12 June 2021



Uploading on 13 June 2021



Uploading on 14 June 2021



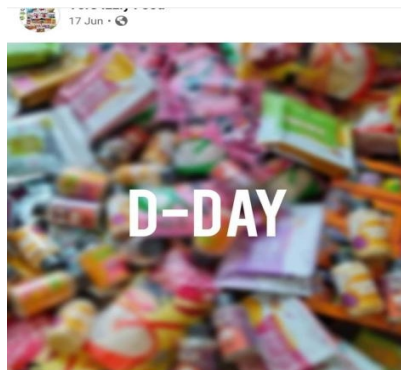
Uploading on 15 June 2021



Uploading on 16 June 2021



Uploading on 17 June 2021



Izzly Food Sotf Sell



Uploading on 18 June 2021



Uploading on 19 June 2021



Uploading on 20 June 2021



Uploading on 21 June 2021



Uploading on 22 June 2021



Uploading on 23 June 2021



Uploading on 24 June 2021




Uploading on 25 June 2021



Uploading on 26 June 2021

Yol's Izzly Food
26 Jun • 🌐

Stok dah ready gaiss!
Actually serbuk ni sesuai guna buat perapan atau tabur je dalam meal baby tau sebab bawang putih mmg ter... See more



SERBUK BAWANG PUTIH
BERAT: 100 GRAM
HARGA: RM17

- 01. Sesuai untuk baby 7 bulan keatas
- 02. Bantu masalah tingkatan iminisasi anak
- 03. Boleh taburkan dalam makanan
- 04. Boleh digunakan serbuk perasa dirumah
- 05. Dimasak, dikeringkan dan dikisar halus

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Uploading on 27 June 2021

Yol's Izzly Food
27 Jun • 🌐

Jom ibu² semua beli serbuk Izzly Food ni. Serbuk² ni boleh dijadikan bahan perasa dlm masakan tau bukan untuk baby je org dewasa... See more



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Uploading on 28 & 29 June 2021

Yol's Izzly Food
28 Jun • 🌐

Ibu² inginkan makanan baby yg mudah dan sedap... Jom dapatkan Izzly Food, makanan yg akan membantu ibu² semua dalam waktu yg si... See more



COMBO JIMAT SERBUK PERASA BAYI

INSTANT OAT BARLEY

SERBUK PULI SATUR DAN BUNYI PUTIH

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Yol's Izzly Food
29 Jun • 🌐

Assalamualaikum selamat pagi ibu² semua👋

Da tahu ke baby nk sarapan apa pagi ni 🍽 meh kita ubah2 sikit menu baby... Tak kan... See more



Serbuk Beras Putih

Serbuk Beras Perang

Serbuk Bawang Putih

Serbuk Bawang Hitam

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Izzly Food Hard Sell ✓

Uploading on 30 June 2021



Uploading on 1 July 2021



Uploading on 2 July 2021



Uploading on 4 July 2021

Yol's Izzly Food
4 Jul • 🌐

Biskut Izzly Food ibu² semua. Dari anak² makan makanan yg tak sihat baik bg biskut kan. keyang dan berkhasiat lagi 😊😊

Harga... See more



Biskut Bayi
This baby cookies is highly recommended for 7 month

Kebaikan dan Kegunaan

- Sesuai untuk baby 7 bulan ke atas
- Tekstur biskut rapuh
- Tiada kandungan telur
- Menggunakan tepung tanpa pati
- Sesuai untuk snack petang
- Sesuai untuk finger food
- Tiada garam, tiada gula
- Tiada msg dan pengawet
- Boleh dicampur dengan bubur bayi

1 PACK/28 PCS

**Boleh juga dimasukkan ke dalam fruit feeder

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Uploading on 5 July 2021

Yol's Izzly Food
5 Jul • 🌐

Lambat utk masak bubur sbb kena kisar dulu beras tu??
Jom beli Izzly food bubur halus ni. Senang je letak bubur dan air panas,... See more



Bubur Halus
This Instant Cereal is highly recommended for 6 month baby

Kebaikan dan Kegunaan

- Tekstur halus
- Sesuai untuk baby 6 bulan ke atas
- Mudah dihadam oleh baby
- Hanya guna air panas
- 100% beras putih dan perona

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Uploading on 6 July 2021

Yol's Izzly Food
6 Jul • 🌐

Hai ibu² semua sihat ke? Ibu bz dgn kerja, nak cepat tp kena bg anak makan dulu. Jgn risau Izzly Babyfood kan ada.

✓Cepat... See more



Set Cereal!
This basic cereal is highly recommended for 6 month baby

Kebaikan dan Kegunaan

- Sesuai untuk baby 6 bulan ke atas
- Terdapat 2 pilihan cereal
- Oat dan barley cereal
- 100% bahan semulajadi
- Sesuai untuk breakfast dan tea time
- Sesuai dijadikan finger food
- Tiada garam, tiada gula
- Tiada msg dan pengawet
- Boleh dicampur dengan bubur beras

1 PACK/280 G

**Untuk baby 6 bulan, masukkan 1 - 2 sudu setiap kali makan

RM14 RM17

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Uploading on 7 July 2021

Yol's Izzly Food 7 Jul · 🌐

Ibu² masih ragu dgn produk Izzly Food? Takut anak² tak makan, tak suka?
Jangan risau kami ada sedia set trial ni kepada ibu² se... See more



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Uploading on 8 July 2021

Yol's Izzly Food 8 Jul · 🌐

Anak² ibu semua ni Izzly Food sediakan makanan barat tau. Kalau belum jom la ibu² beli bg anak² rasa 😊😊. Tak rugi, murah je ka... See more



Uploading on 9 & 10 July 2021

Yol's Izzly Food 6 d · 🌐

Ibu² jom la bg anak makanan yg ada perasa baru sedap 😊
Jom la grap skrg. RM100 utk semua ni
... See more



Seasoning set includes:
- Chicken Powder
- Anchovies Powder
- Cheese Powder
- Meat powder
- Postage & gift!

RM100 per set

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Yol's Izzly Food 5 d · 🌐

Jom dapatkan sekarang Set Cereal ni utk anak² kita.
RM14 utk SM
RM17 utk SS... See more



Set Cereal!
This basic cereal is highly recommended for 6 month baby

Kebaikan dan kegunaan

- Sesuai untuk baby 6 bulan ke atas
- Terdapat 2 pilihan cereal
- Oat dan barley cereal
- 100% bahan semulajadi
- Sesuai untuk breakfast dan tea time
- Sesuai dijadikan finger food
- Tiada garam, tiada gula
- Tiada msg dan pengawet
- Boleh dibancuh dengan bubur beras

1 PACK/200G

**Untuk baby 6 bulan, bancuhkan 1-2 sudu setiap kali makan

RM14 RM17

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Uploading on 11 July 2021

Yo's Izzly Food 4 d · 🌐

Anak² asyik makan nasi/bubur je, mesti bosan kan
Jom la beli makaroni Izzly Food ni. Sedap dan berkhasiat
tau sbb diperbuat dar... See more



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Uploading on 12 July 2021

Yo's Izzly Food 4 d · 🌐

Ni set utk baby 6 bulan tau
Macam² ada dlm satu set. Jimat kan
RM68 je utk semua ni.berbaloi sgt²... See more




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Uploading on 13 & 14 July 2021

Yo's Izzly Food 4 d · 🌐

Ni set utk baby 7 bulan ibu² semua
Macam² ada dlm satu set (beras putih, cookies, serbuk
perasa). Jimat kan
RM97 utk set trial... See more



Opens in Messenger [SEND MESSAGE](#)

Yo's Izzly Food 3 d · 🌐

Hai ibu² semua selamat petang. Izzly Food ada sediakan set
utk anak² 8 bulan ke atas jgk tau 🙌
Mcm² ada dalam set trial ni
Ha... See more



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CONCLUSION

In conclusion, online business can be done widely even overseas because there is no limit to shipping anywhere in the country. Online business can be done easily if the merchants do not give up in doing business online as a whole. Every business has its own challenges to succeed, just like selling children's food. There are various brands out there for children's products, we as traders should be smart and find ways to attract customers to buy and use the products we have produced.

Izzly food is a newly published children's food at the end of 2020 but they are showing an increase in terms of public acceptance and use of our products. This will make us as producers feel happy if we get positive comments from customers after using food products. Healthy food production is very important for children, especially babies because they need highly nutritious food to help in the process of their growth and health from childhood to adulthood. Various types of food products from Izzly food will make children able to taste different types of flavors. Therefore, as parents we should provide the best food for children so that they grow up healthy like everyone else.

