



اُونِيُوْ تِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PROGRAMME:

BA244 – Bachelor of Business Administration (Hons)
Operations
Management

COURSE:

ENT530 – PRINCIPLES OF ENTREPRENEURSHIP

CLASS:

ENT530 L

ASSESSMENT:

FINAL ASSESSMENT

LECTURER:

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NAME:

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DATE OF SUBMISSION:

25 JULY 2021

ACKNOWLEDGEMENT

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I am grateful because we managed to complete this assignment within the time given by DR NOR ZAWANI MAMAT@IBRAHIM. This assignment cannot be completed without the effort and co-operation to manage time and focus for this assignment.

Finally, my thanks go to all the people who have supported me and guided me in completing the assignment directly or indirectly.

EXECUTIVE SUMMARY

Airlapse Tasteful Dessert is a “Sole Proprietorship Business” founded by Muhammad Aliff Bin Aminuddin in 2021, which provides sweeties dessert like caramel pudding sweeties. The idea of creating the business’s name came from the owner where Aliff represents the mix name of owner of the founder and dessert represents that the business is ready to provide sweeties for the customers. The name “Airlapse Tasteful Dessert” itself already illustrates that the business will provides sweeties dessert. The founder, Muhammad Aliff is the owner and agent for Airlapse Tasteful Sdn Bhd that provides and sells Airlapse dessert. Most of the sweeties and dessert provided by Airlapse Tasteful Dessert are for people in all categories of ages. The price range is determined by the gradient and packaging for the pudding, but the price is affordable for everyone to buy.

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1.0 BUSINESS REGISTRATION

1.1 GO-ECOMMERCE REGISTRATION

The screenshot shows the 'Go-eCommerce' user profile page. The user is MUHAMMAD ALIFF AMNUDDIN. The page is divided into 'PERSONAL PROFILE' and 'BUSINESS PROFILE' tabs. The 'PERSONAL PROFILE' section includes fields for Name, New Identity Card No., Email Address, City, State, Personal Facebook, Gender, and Marital Status. The 'BUSINESS PROFILE' section includes fields for Phone/Mobile, Home Address, District, Postcode, Personal Instagram, Race, and Special Need Required. Below this is the 'Institution Information' section, which shows details for 'UITM Puncak Alam - NZI ENT530', including Type of Institution, State of Institution, and Address of Institution.

| Personal Information | |
|-----------------------|-------------------------|
| Name | MUHAMMAD ALIFF AMNUDDIN |
| Phone/Mobile | |
| Home Address | |
| New Identity Card No. | |
| Email Address | |
| City | |
| State | |
| Personal Facebook | |
| Gender | Male |
| Marital Status | Single |

| Institution Information | |
|-------------------------------|---|
| UITM Puncak Alam - NZI ENT530 | |
| Type of Institution | IHL |
| State of Institution | Selangor |
| Address of Institution | Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, - |

The screenshot shows the 'Go-eCommerce' institution details page for 'UITM Puncak Alam - NZI ENT530'. The page displays detailed information about the institution, including its name, address, and study details. The 'Institution List' section shows the institution's name, city, and postcode. The 'Study Status' section shows the student's enrollment details, including the course name, subject name, and expected year to complete study.

| Institution List | |
|---------------------|---------------------------|
| Institution List | Universiti Teknologi MARA |
| Name of Institution | UITM Puncak Alam |
| City | Puncak Alam |
| Postcode | 42300 |

| Study Status | |
|----------------------------------|-----------------------------|
| Study Status | Full time |
| Class Name | NZI ENT 530 |
| Year Enrolling the subject | 2021 |
| Lecturer Name | NOR ZAWANI BT MAMAT@IBRAHIM |
| Year Of Internship Enrollment | |
| Period of Internship Training | |
| Expected Month To Complete Study | 9 |

1.2 CERTIFICATE



2.0 INTRODUCTION OF BUSINESS

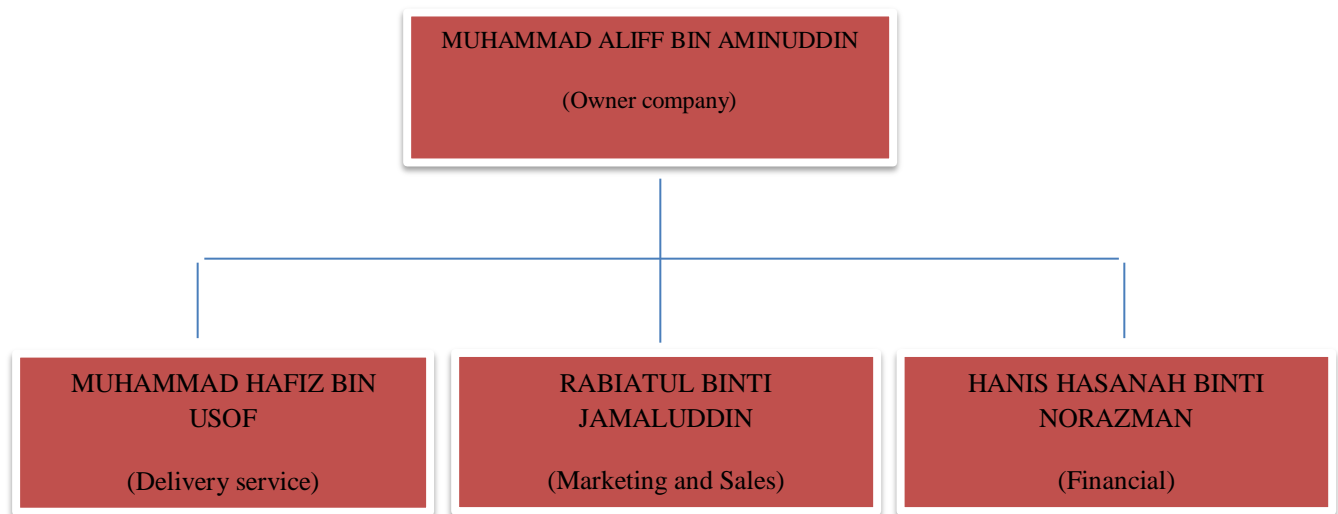
2.1 NAME AND ADDRESS OF BUSINESS / BACKGROUND OF BUSINESS



Airlapse Tasteful Dessert is a “Sole Proprietorship” business that is more related about sweets and dessert founded by Muhammad Aliff Bin Aminuddin as agent for Airlapse Tasteful Sdn. Bhd. Airlapse Tasteful Dessert was established in 2021 and began its operations since then. Our business operated every day from 8 a.m to 10 p.m since that is online business. The products that we sells are sweets’ dessert like caramel pudding for our target market who loves sweets during this pandemic.

Airlapse Tasteful Dessert is located at No.9, Jalan DM 1/9 Bandar Country Homes, Rawang, Selangor. This location is very strategic because it is in the small town of the city that have school, working area and mall. Our business also has social media and Shopee application to reach our target market. The customers can reach us and make orders through Facebook, Instagram and Shopee. All the information and details that the customers needed are stated on Airlapse Tasteful social media. The customers can choose the dessert and sweets that their favorite for make their day sweets. They also can contact us via phone number +60107839732 for any inquiries about the products that we sell.

2.2 ORGANIZATIONAL CHART



2.3 MISSION / VISION

VISION

To provide delicious, home-made, and healthy food that will bring sweeties dessert to the customers back again and again.

MISSION

- To serve a fresh and sweeties dessert made from the low quantity of sugar to the customers.
- To prepare and serve high quality and simple food at a great value.
- To provide our customers with a satisfying experience buying our product.
- To consistently delivering outstanding dessert and service in an enticing and pleasure atmosphere.
- To vigorously exposing our product throughout Malaysia to increase our customer

Base

2.4 DESCRIPTIONS OF PRODUCTS / SERVICES

The products being sold in the Airlapse tasteful dessert will be various tasteful sweeties desserts. They will all be unique, and like nothing anyone's seen before. Catering and deliveries will also be available under some circumstances. Customers will love this sweetie because not only is it a pudding, but it's also a sweetie for the customer. The product of Airlapse Tasteful Dessert is "sweeties" dessert that can sweets the customer days, can bring when they travel, easy to get, high quality of sweets and special made taste. The brand name of our dessert is Tasteful Dessert as I am the owner and agents for Airlapse Tasteful Sdn. Bhd. The sugar used to produce the dessert are high quality and low fat for the customer health.



2.5 Price List :-

| <i>Quantity</i> | <i>Price for the quantity</i> |
|-----------------|-------------------------------|
| <i>1</i> | RM 3 |
| <i>5</i> | RM 12 |
| <i>10</i> | RM 20 |

3.0 FACEBOOK (FB)

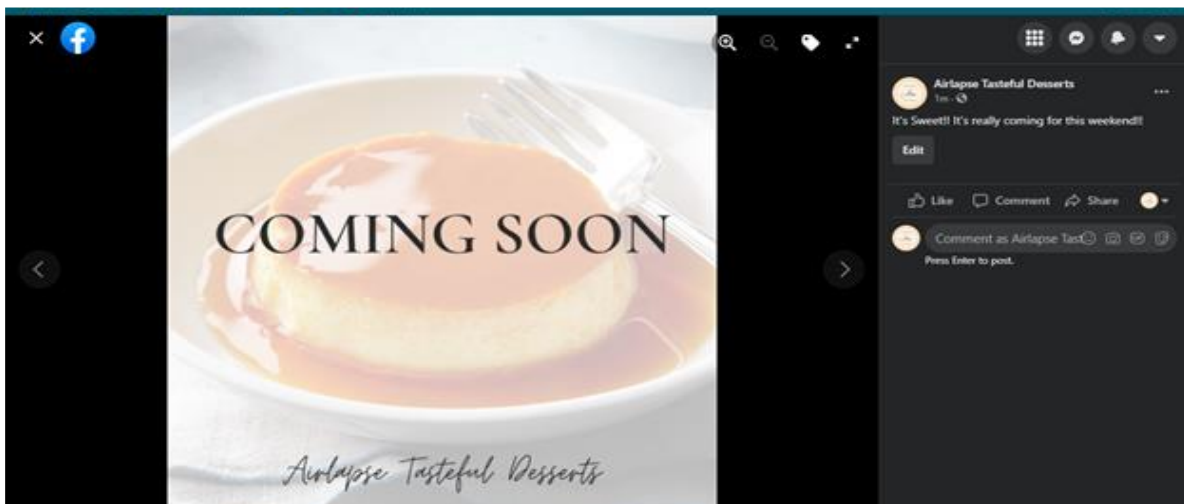
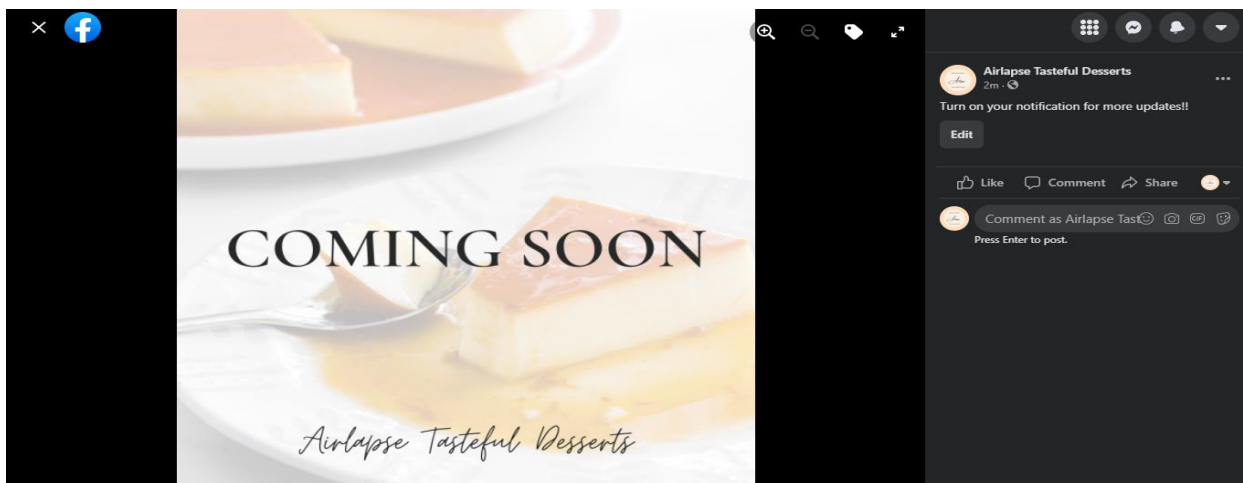
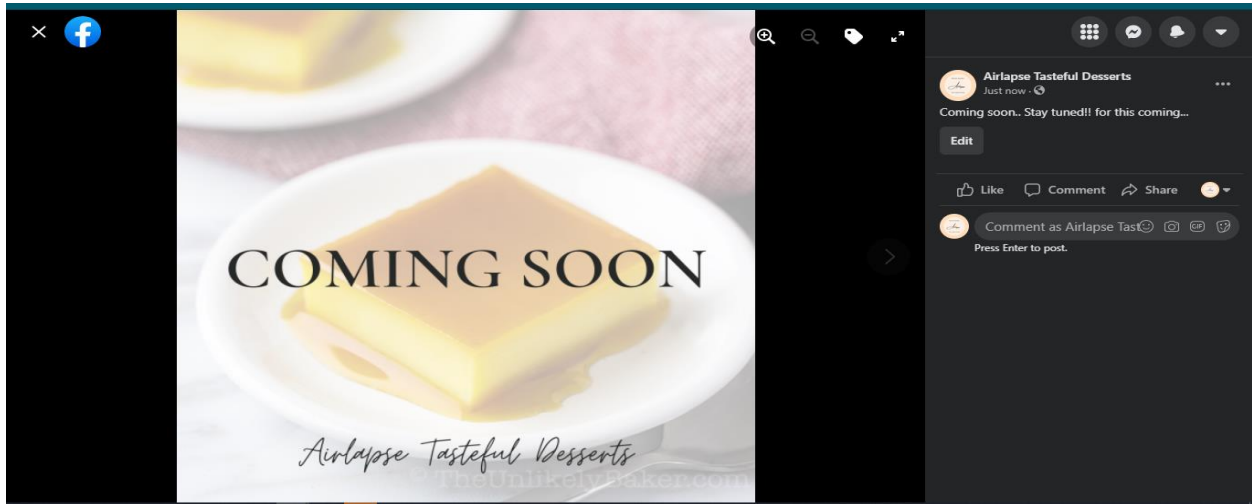
3.1 CREATING FACEBOOK (FB) PAGE



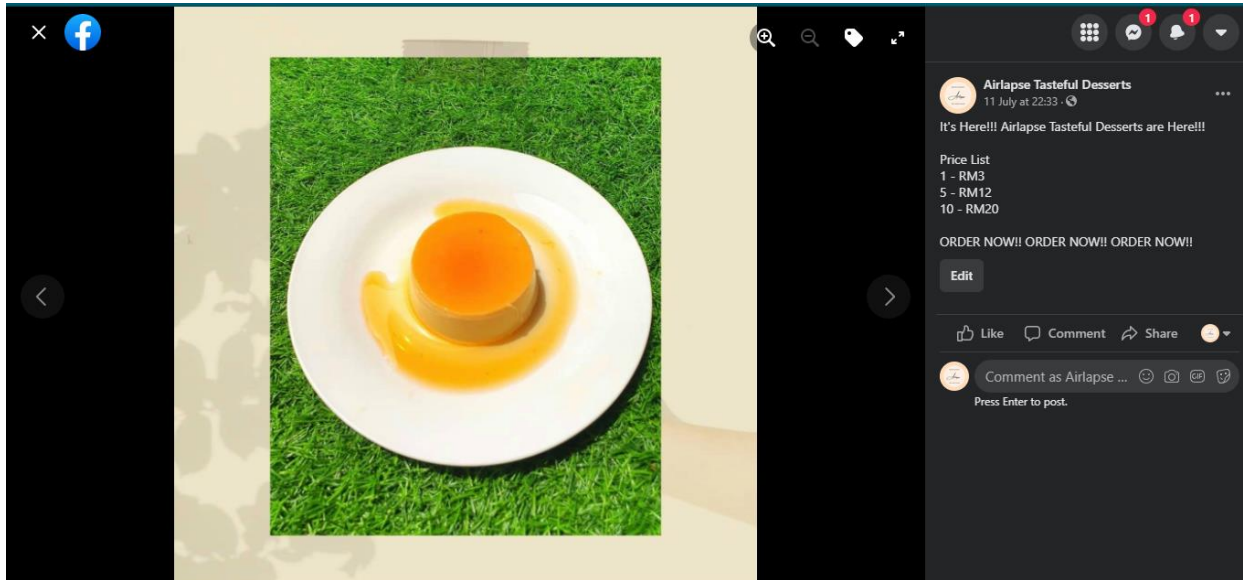
3.2 CUSTOMING URL FACEBOOK (FB) PAGE

<https://www.facebook.com/airlapsetastefuldesserts>

3.3 FACEBOOK (FB) POST – TEASER



3.4 FACEBOOK (FB) POST – COPYWRITING (HARD SELL)



A screenshot of a Facebook post from the page "Airlapse Tasteful Desserts". The post features a photograph of a dessert in a white bowl, which appears to be a custard or pudding with a bright orange center, placed on a patch of green grass. The post text includes the following:

Airlapse Tasteful Desserts
11 July at 22:33 · 🌐

It's Here!!! Airlapse Tasteful Desserts are Here!!!

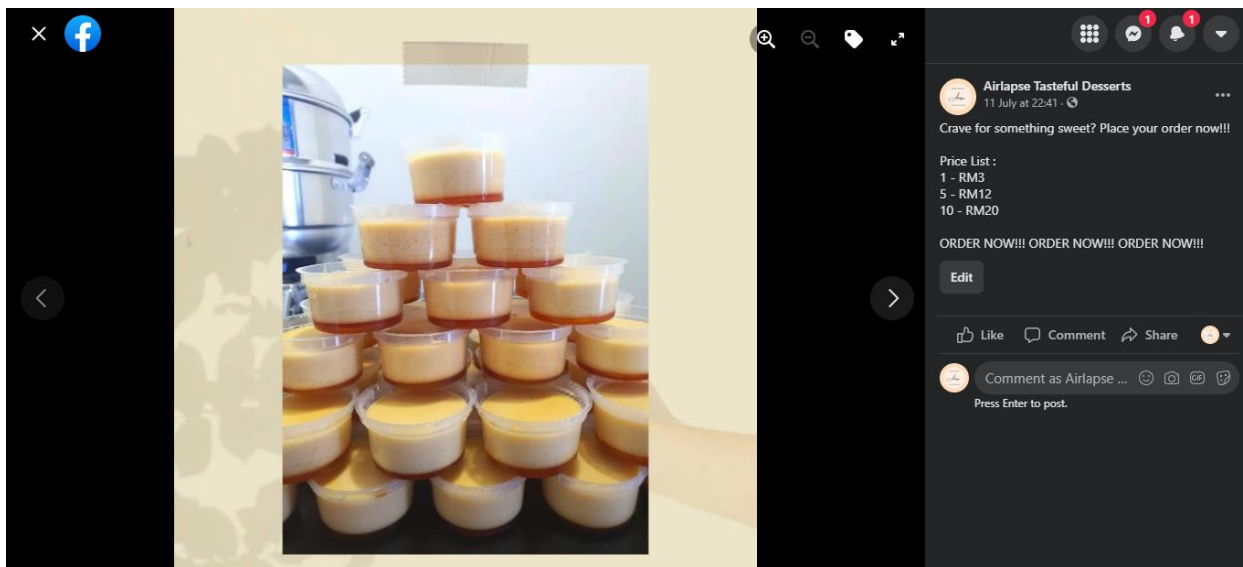
Price List
1 - RM3
5 - RM12
10 - RM20

ORDER NOW!!! ORDER NOW!!! ORDER NOW!!!

Edit

Like Comment Share

Comment as Airlapse ...
Press Enter to post.



A screenshot of a Facebook post from the page "Airlapse Tasteful Desserts". The post features a photograph of a stack of several clear plastic containers filled with a light-colored, creamy dessert. The post text includes the following:

Airlapse Tasteful Desserts
11 July at 22:41 · 🌐

Crave for something sweet? Place your order now!!!

Price List :
1 - RM3
5 - RM12
10 - RM20

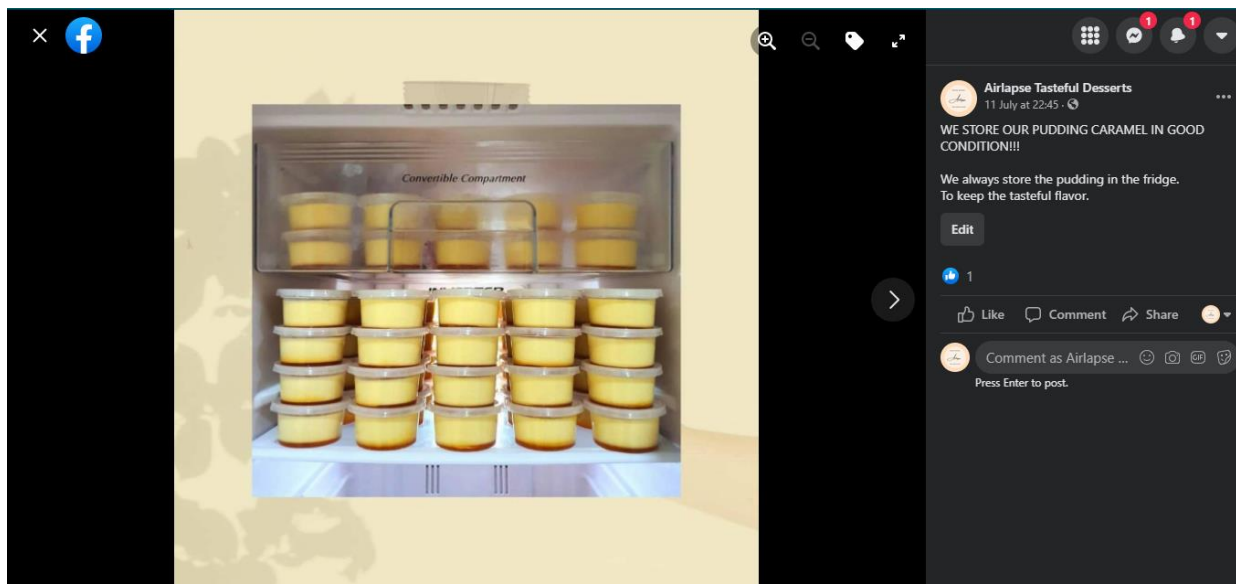
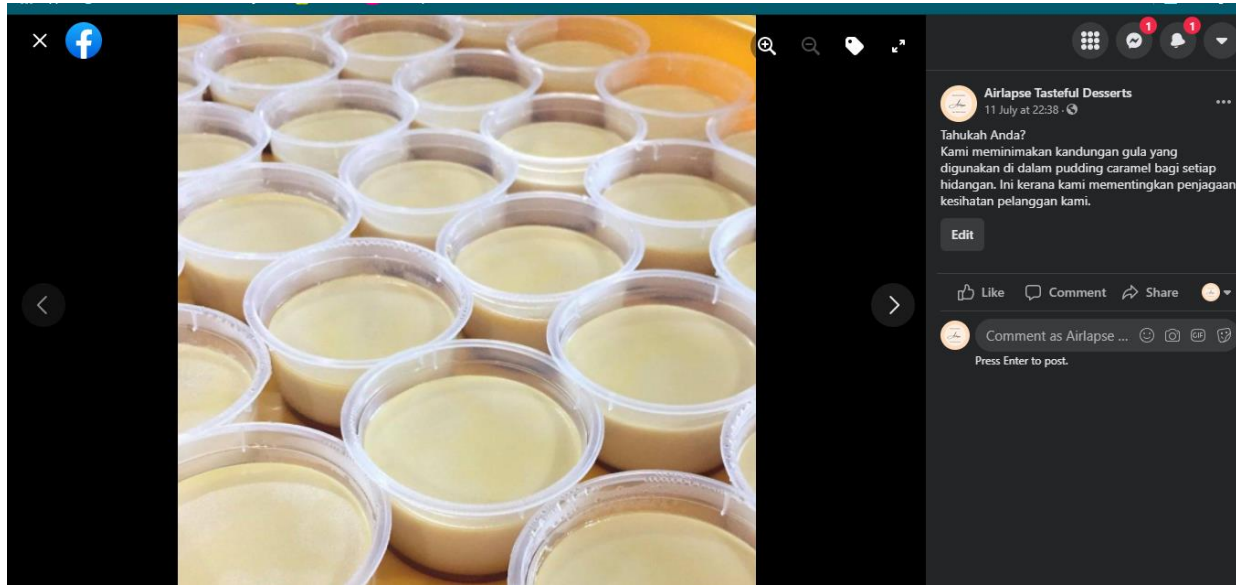
ORDER NOW!!! ORDER NOW!!! ORDER NOW!!!

Edit

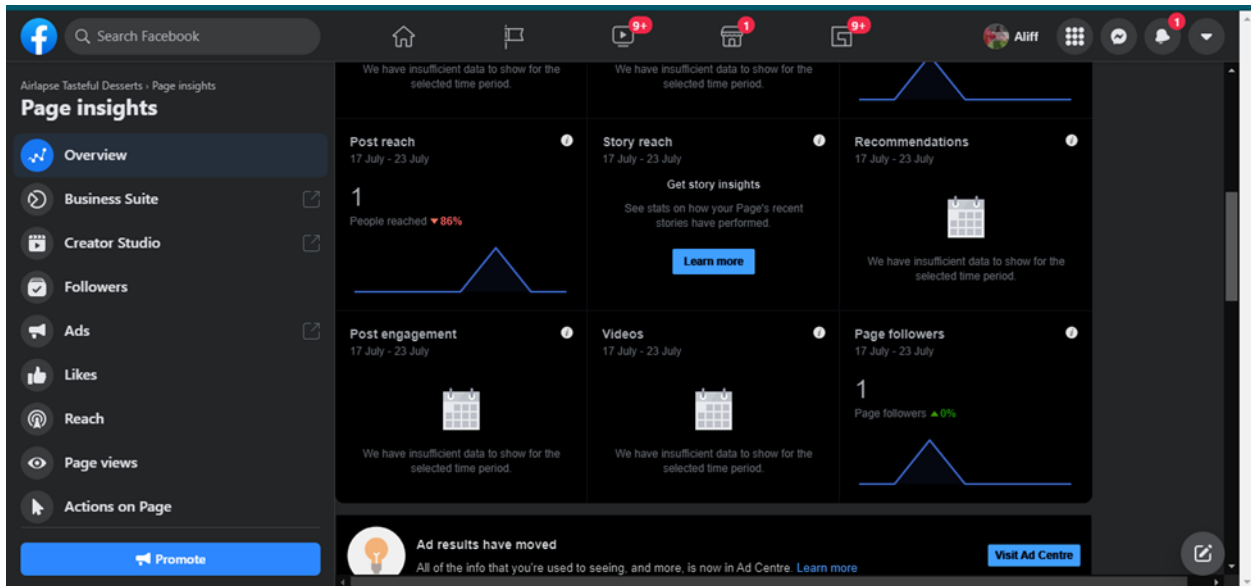
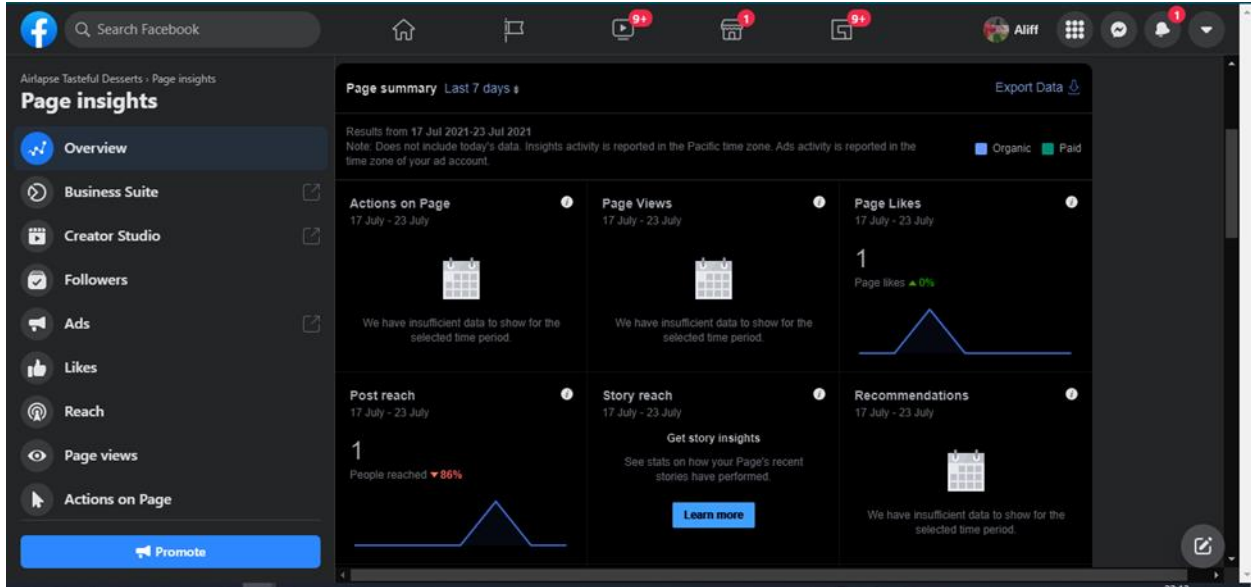
Like Comment Share

Comment as Airlapse ...
Press Enter to post.

3.5 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)



3.6 FREQUENCY OF POSTING



Facebook interface showing Page insights for 'Airtape Tasteful Desserts'.

Page insights

Overview

- Business Suite
- Creator Studio
- Followers
- Ads
- Likes
- Reach
- Page views
- Actions on Page

Your 5 Most Recent Posts

Reach: Organic/Paid | Post clicks | Reactions, comments & shares

| Published | Post | Type | Targeting | Reach | Engagement | Promote |
|---------------------|---|-------|-----------|-------|------------|----------------------------|
| 11/07/2021 22:45 | WE STORE OUR PUDDING CARAMEL IN GOOD CONDITION!!! | Image | Targeted | 5 | 1 1 | Boost post |
| 11/07/2021 22:41 | Crave for something sweet? Place your order now!!! Price List - 1 - RM3 | Image | Targeted | 2 | 0 0 | Boost post |
| 11/07/2021 22:38 | Tahukah Anda? Kami meminimalkan kandungan gula yang digunakan di | Image | Targeted | 3 | 0 0 | Boost post |
| 11/07/2021 22:33 | It's Here!!! Airtape Tasteful Desserts are Here!!! Price List 1 - RM3 5 - | Image | Targeted | 3 | 0 0 | Boost post |
| 08/07/2021 11:13 | Wait!!! Wait!!! Are you guys ready?? | Image | Targeted | 10 | 3 1 | Boost post |

[See All Posts](#)

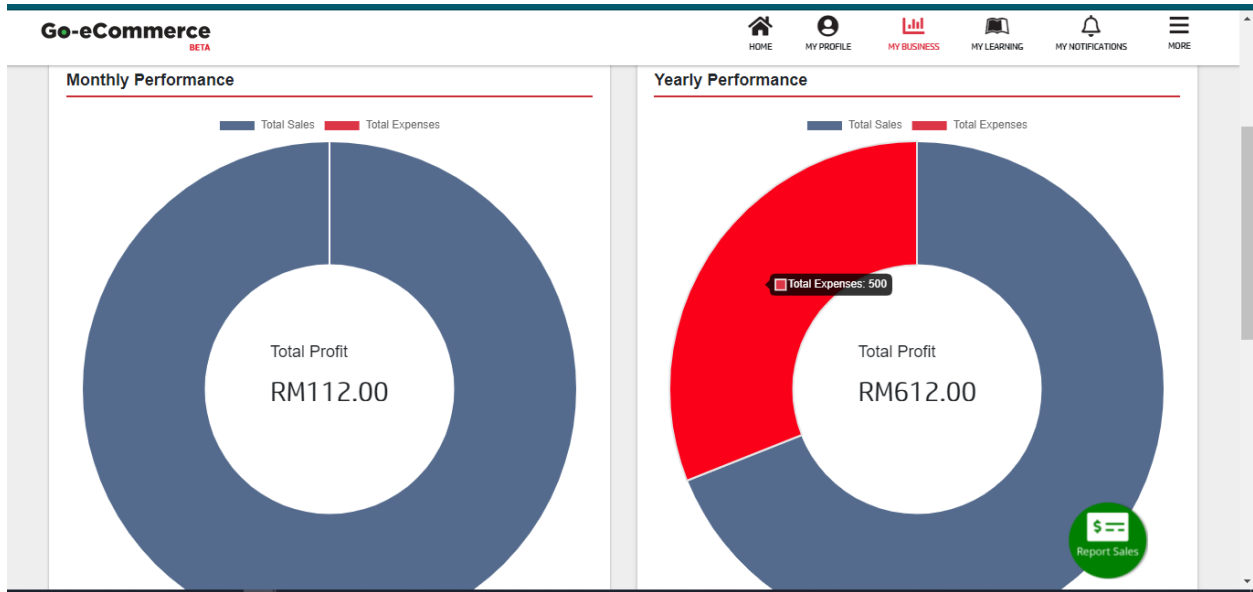
Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

[Create Post](#)

[Promote](#)

3.7 SALES REPORT



4.0 CONCLUSION

In conclusion, Airlapse Tasteful Dessert has soaring opportunities to expand the business further in the near future because social media play a significant role in running the business. Social media has certainly proven to be very beneficial for the business as customers can contact our business representative faster and easier than before. The challenges are still remained, but the line of communication has been much uncomplicated and oftentimes do not have to pick up phone because customer prefer to order through online platform such as social media.

Other than that, social media help our business to maintain a good reputation because social media can act as platform for us to directly interact with our customers. The respond and feedback from the customers regardless good or bad are crucial to our business as it may influence our business' longstanding reputation. Directly this will lead to impression a brand may give off as it is greatly enhanced and showcased through social media.

The portfolio helps the student to understand and expand their knowledge of entrepreneurship. For example, for the past few years social media generated vast exposure for many businesses. This indicates that social media is a substantial part of marketing strategy to increase business recognition because it involves little to no cost and massive traffic which can create a phenomenal market opportunity.

Through this portfolio, I acknowledge the importance of hard sell and soft sell in enticing either potential customers or existing customers to buy our product. Creativity plays a significant role in creating an exceptional post especially, to put psychological pressure on potential buyers.

Lastly, I believe social media portfolio grant a lot of benefits to the students especially to those who wish to commence their very own business. This portfolio may furnish the entrepreneur to be with an initial portrayal of entrepreneurship. It will provide an ample exposure for them start their business especially, to evaluate the best quality customer service to ensure potential customers have the best possible experience with their business.