



**UNIVERSITI TEKNOLOGI MARA
FACULTY OF INFORMATION MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

**TITLE:
SOCIAL MEDIA PORTFOLIO**

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EXECUTIVE SUMMARY

For this semester, all of the students that take Entrepreneurship subject to have choose one product and sell them. The purpose for this report was to analyse and observe the credibility of the company on what kind of marketing strategy that choose in order to enhance the customer awareness regarding the products that had sold.

NASCHILLS ENTERPRISE is the shop that provide the Sambal Ikan Bilis Cili Api. We also offer to our customer with the several of taste either extra spicy or spicy only and size either big or small that people out there can eat everywhere and anytime. People can get the benefit from my products. The price of our products also affordable. We also offer the several of taste and size for the customers which is to ease our customer to measure their own preferences. The RM10.00 for big size while regular size for RM5.00 and those people can customize extra or spicy according to their taste preferences.

Not only that, I also use Facebook to promote the products in order to attract the people to buy my products. then for the sale, is RM555 only this is because we promote time and focus to students uitm segamagt majority of them buy those products. However the sales in at the end of November the sales is decreasing because of Assignments and Test Examination so mostly people buy the Sambal Ikan Bilis Cili Api before those date to prevent stomached so that we get less of sales during that period.

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Business Registration (Suruhanjaya Syarikat Malaysia (SSM))

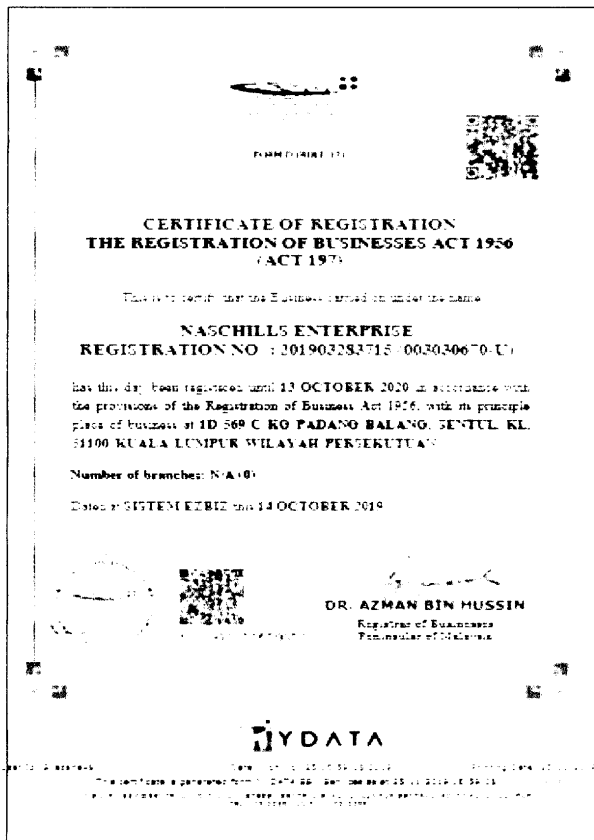


Figure 1: Business Registration of SSM