



UNIVERSITI TEKNOLOGI MARA (PUNCAK ALAM) SELANGOR

ENT 530 – PRINCIPLE OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO



PREPARED FOR:

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EXECUTIVE SUMMARY

I do produce a product that something yummy, spicy and delicious for customer to eat which is traditional Javanese fried sambal namely "**Sambal Goreng Jawa Letopz**". I will also offer specialty for my product which is homemade food freshly from my stove. The main objective of doing this entrepreneurship project is to fulfil the terms and condition for this coursework. It appears that is lack of people want to eat the traditional food, people nowadays tends to eat the modern and viral food with cheesy one. My business is located at Universiti Teknologi Mara, (UiTM), Puncak Alam Campus. It is because the area is strategic as it allows for easy access to potential customer. And my business targeted to students and staffs and people nearby.

Sambal Goreng Jawa Letopz operate daily under self-management, which is controlled by myself, Miss Siti Nur Lukluah binti Samsudin. Anticipated sales are RM 61.00 for the fulfilment of the coursework. One of the primary goals of this business is to provide value to customers. Hence, the pricing is will first starting business based on the be set based on the objective to get reasonable profit and to ensure that customer buying from us continually in the future.

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BORANG D (KAEDAH 13)



PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

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