



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEUR (ENT 530)
SOCIAL MEDIA PORTFOLIO

PREPARED BY

FACULTY: FACULTY OF ACCOUNTANCY

PROGRAMME: BACHELOR OF ACCOUNTANCY (HONS)

BUSINESS NAME: MAMA'S FOOD EMPIRE

NAME

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Executive summary

We start commence our business in 2019 which be located at UiTM Puncak Alam. The reason we choose this venue is because we found that this is a very strategic place. The college is quite far for the resident to going out to get food.

Our product is made of anchovies, onions, chillies and belimbing buluh. Our Sambal Hitam can last long as long as it kept in temperature room, avoid the sun the least it can last two weeks. Therefore, we packed our product in a transparent container so customer can easily check whether our product in a good condition or not.

Furthermore, we provide delivery services for our customer if they want our product but can't pick up at our place. We can deliver it to front of their house or where ever they want. We offer affordable price for our customer and give special discounts for those who buy more than 1 box of our product.

Sambal Hitam Pahang founded by Nur Fatin Adila binti Shaharuddin, a determined manager and assisted by loyal department which are Nur Fatin Adila binti Shaharuddin as a finance manager, Nur Syakira binti Shaharuddin as a marketing manager and Norhidayu binti Mokhtar as an operation manager.

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2.0 Introduction of Business

2.1 Company Profile

Name of The Business: Nur Fatin Adila binti shaharuddin

Business Address: No.1 Jalan 3/10, Taman Koperasi Polis Fasa 1, 68100 Kuala Lumpur

E-mail address: ftnadila@gmail.com

Telephone Number: 019-4240682

2.2 Organizational Charts

Mama's Food Empire is a co-founded by Managing Director Nur Fatin Adila binti Shaharuddin assisted by three loyal head departments which are Nur Fatin Adila binti Shaharuddin as Finance Manager, Nur Syakira binti Shaharuddin as Marketing Manager and Norhidayu binti Mokhtar as Operation Manager

