



اَوْنُوْرَسِيْتِي تِيْكُونُوْ لُوْ كِي مَارَا
UNIVERSITI
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**BACHELOR IN INFORMATION SCIENCE (HONS)
PRINCIPLE OF ENTREPRENUERSHIP (ENT530)**

SOCIAL MEDIA PORTFOLIO

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ACKNOLEDEGEMENT

In performing this assignment, I take guidelines from the respectful person who deserve our gratitude. We would like to show our gratitude to Madam Nor Sara Nadia Muhamad Yunus, Lecturer of Principle of Entrepreneurship, ENT530, Universiti Teknologi Mara (UITM), for giving me numerous guidelines and helping us to complete this assignment.

Many people especially my classmate share their thought and suggestions on this assignment which gave me an inspiration to correct and improve this assignment.

EXECUTIVE SUMMARY

Popilicious Rawang provides a product and delivery service for their customers with affordable price. Our company gives a free delivery service only for our customers who are living in Bandar Rawang area. Meanwhile, for our customers who are living in other Rawang's areas, the delivery service will be charged for RM3.

Our target audience are from the age range of 18-55 years old as our product is a common food to be consumed by the community with those age range.

We started our business on 6 November 2020 and we are targeting our customers specifically in Rawang areas as it will be easier for us to deliver our product to the customers.

Our company's marketing strategy is depend on our recipe of the spring roll's or "*popia*" filling. We serve our customers with creamy "*popia*" filling and the crispiness of our "*popia*" pastry. We are using two types of cheese in our filling, which are, mozzarella and cheddar cheese.

Popilicious Rawang owned by Nur Izzah Sakina Binti Ahmad Sazali, with the help of 2 staffs. Our business only use a Facebook (FB) page as a platform to market and attract our customers to choose our product. We will promote Popilicious Rawang by posting teaser, soft-selling and hard-selling for our sale postings to promote our product.

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1.0 Introduction to business.

1.1 Name and address of business.

The name of Popilicious Rawang describes the combination of our delicious product which is “Popia” and the place where we run our business. The purpose of choosing this name is due to the intention to emphasize the product to the customers. We believe our customers able to get some ideas by using the actual name of product and the place of business as the name of our products.

Popilicious Rawang is located at Lot 299, Jalan Berkat Kampung Melayu Batu 16, 4800 Rawang, Selangor. The daily works or tasks which held in Popilicious Rawang involved the production of filling and the spring roll pastry, the production of spring rolls or “Popia”, the packaging of products and the delivery process to our customers.

The main purpose of choosing a home as a workplace is due to able to obtain a flexible work time and to reduce the cost of business.

As for our target market, Popilicious Rawang is target our customers from the age range of 18-55 years old as our product is a common food to be consumed by the community with those age range. Figure 1.0 shows the business information of Popilicious Rawang.

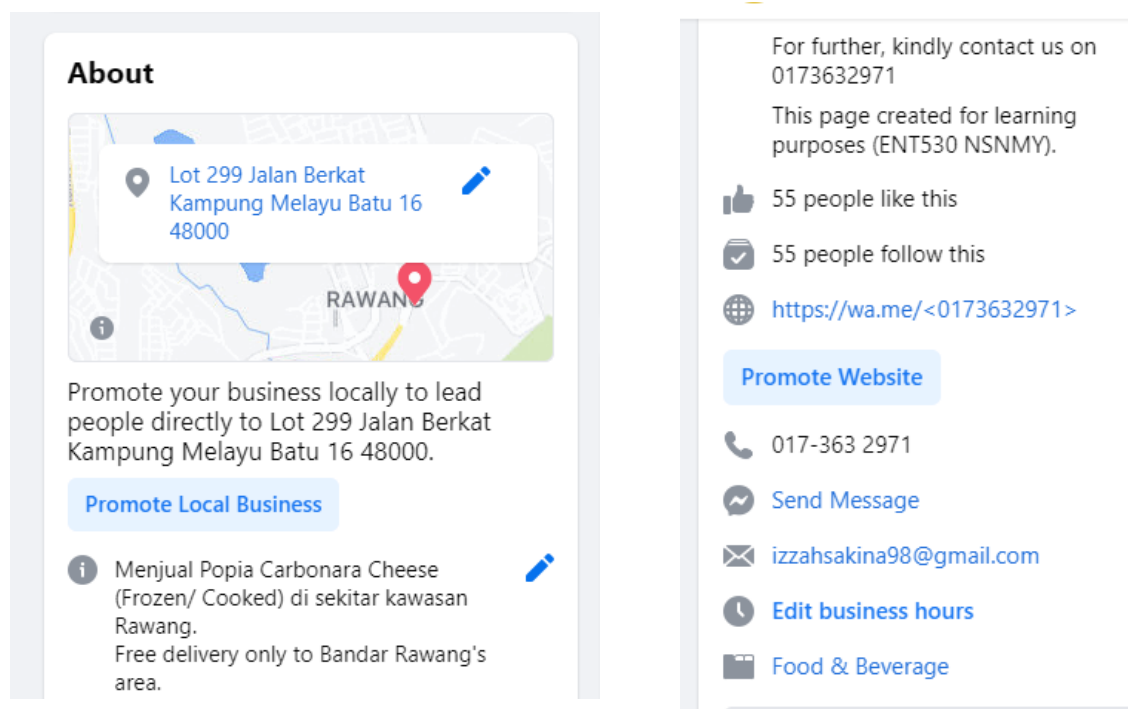


Figure 1.0: Business information of Popilicious Rawang.