



اَوْنِيُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
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**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

**INDIVIDUAL ASSIGNMENT:
SOCIAL MEDIA PORTFOLIO (POFILICIOUS)**

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I am extremely grateful to my parents for their love, prayers, caring and sacrifice for educating and preparing my future and be motivating to me when I have a problem to complete this assignment. Finally, I would to say thank you to the lecturer for give a new knowledge about this subject with an efficient and effective ways.

EXECUTIVE SUMMARY

POFILICIOUS will provide a tasteful and melted spring rolls to their customers. Our business offers an affordable price to our beloved customers by a different packages' types of spring rolls. Our "popia" will have two types based on what our customers want which is a frozen or fried and cooked spring rolls. In addition, we are using a melted sauce that can give a different and variations taste of this POFILICIOUS. We are serving a sauce using a Bolognese and Carbonara as we know this sauce has been using in spaghetti. We want to give a variation for spring rolls and make it interested to attract our existing customers.

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1.0 INTRODUCTION OF BUSINESS

1.1 NAME AND ADDRESS OF BUSINESS



Figure 1: Logo of Pofilicious

The name of POFILICIOUS described as the name of my name and the name of this food in Malay which is called as “popia”. My purpose by choosing the name is because I would like to sell one of my favourite foods that will be an easier to make this kind of “popia”. By using a part of my name into company will make it looks authentic and easier for people to remember and pronounce it.

The address of this business POFILICIOUS product is located at No. 6 Taman Nabalu Dua , Jalan Kampung Kiansom Baru, Tamparuli, 89208 Tuaran, Sabah.

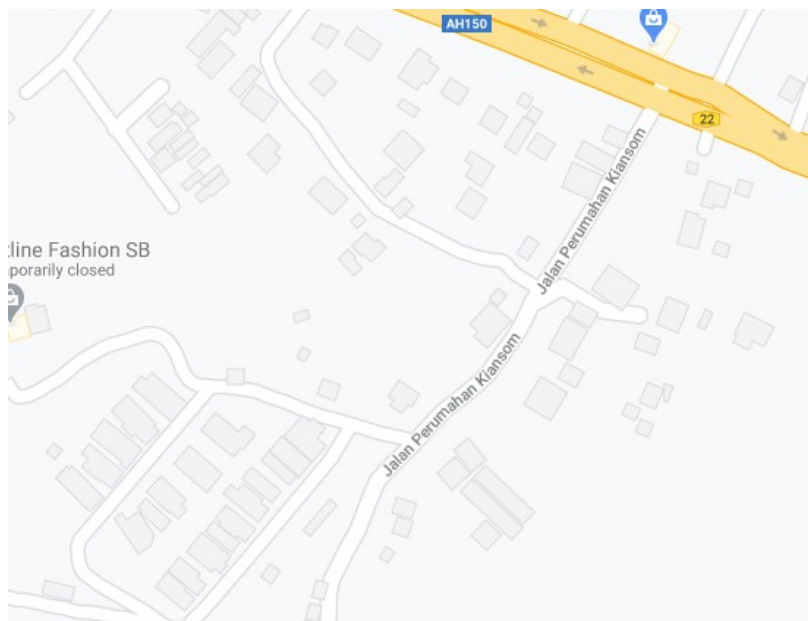


Figure 2: The location of POFILICIOUS