

SOCIAL MEDIA REPORT

WARISAN ACAR BUAH NYAIE

PRINCIPLES OF ENTREPRENUERSHIP (ENT530)

FACULTY & : BUSINESS MANAGEMENT – ISLAMIC BANKING PROGRAMME

SEMESTER : 3

PROJECT TITLE : WRITTEN REPORT ON FACEBOOK SOCIAL MEDIA

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Furthermore, I would also like to say thank you to my own family that I interview for their willingness and cooperation in answering my questions as their contribution is needed to accomplish this case study especially my grandmother, Mrs. Fatimah Binti Ali. This assignment can't be completed if I didn't get on what and how to do it as this is from our own ingredient which from our grandma recipe.

Lastly, thank you to my classmates because guiding and sharing what need to be done in completing this assessment and also keep reminding me to update my social media business page frequently.

EXECUTIVE SUMMARY

Generally, this business is actually just for fun and started from the owner want to fulfill her children want to eat fruit pickle. Thus, making the owner cook a lot for them simultaneously invite other family members to taste and consume it. After many try and taste it, her fruit pickle got positive feedback from back and said it delicious. Her grandchildren also like to consume it after told them on how to it and what are in the mix. The fruit pickle made by her is one of old people's cuisine that its recipe is pass from generation to generation. The demand from customer for her product keep arising when she cooked a lot of it as it always someone regular that order the fruit pickles. It is also because the ingredients used plenty and high quality raw materials and she also provide an excellent performance in cooking and maintaining the same flavor and taste.

The business gain income through the sales of order mainly from family member and close friend. Many customers know about this product through mouth to mouth news. The business doesn't have specific segment for their target customer but commonly the customer purchase because they love to eat fruit and vegetables that had been dried and hard-boiled. It can be said that the price range set by the owner and offered to customer is quite cheap compared to outsider and the output comes with good quality.

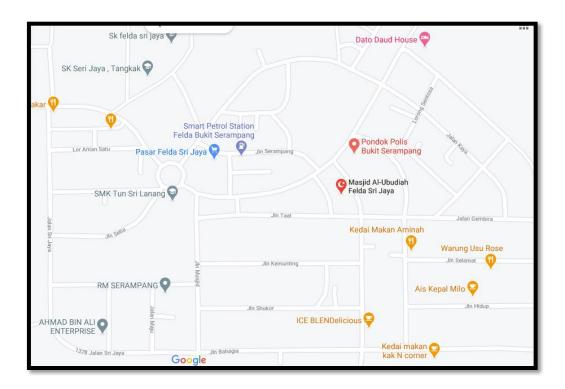
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A. INTRODUCTION TO BUSSINESS

1. Name and address of business

At first, there is no specific name for this business transaction but as there are demand of the product arise and to help in completing my assignment, name of the business been created. The business name which is Warisan Acar Buah Nyaie or also can be called as Acar Buah Cik Timbol was chosen by the owner, Fatimah Binti Ali and her daughter which is my mother, Zuraini Binti Sahri. The word Nyaie is derived from Jawa word which means a call or term for the great grandmother (Moyang) or grandmother, a call for a woman who is older than the person called. Moreover, for Cik Timbol is Mrs. Fatimah nickname that her siblings give to her and also commonly used by her close friends.



The business located at owner home which at Felda Sri Jaya, Johor as this is a small family business. Whenever demand arise then the owner will make it depending on quantity needed only at her house.