



SOCIAL MEDIA REPORT

WARISAN ACAR BUAH NYAIE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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NAME	:	FARAH ZAIHAYANA BINTI ROSLAN 2019267874
LECTURER NAME	:	MADAM NORLIZA BINTI SAIFUL BAHRY

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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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1. Name and address of business

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