



اَوْنُوْرَسِيْتِي تِيكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO (ENT530)



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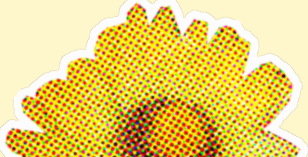

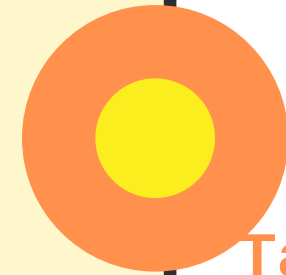


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BUSINESS BACKGROUND



Name of Business: Banaynay

Tagline: Share sweet with the loved ones

**Business Address: No 47, Jalan Suakasih 2/2,
Bandar Tun Hussein Onn,
43200, Cheras, Selangor.**

Telephone Number: 0132964699

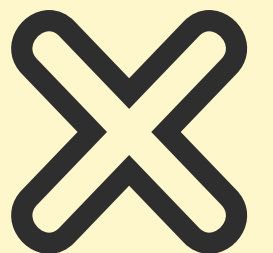
Form of Business: Sole Proprietorship

Main Activities: Selling Fruit Products

Date of Commencement: 1st December 2020

Name of Bank: Maybank

Bank Account Number: 1071279652487



EXECUTIVE SUMMARY



Banaynay is a business that will produce a unique and different product for the market to change their trend of the people from vegetable snacks to fruit snacks. I will provide a real banana taste to my targeted customers to fulfill their maximization level of satisfaction. I will offer this new trended product at an affordable price for the customer benefit. Furthermore, I believe that my product is marketable among my targeting customers such as students and travellers.

