



اَوْنُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

COURSE

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

SOCIAL MEDIA ASSIGNMENT

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I also owe acknowledgement to my family for their support in no matter what I do. They helped a lot of such as providing me with necessary financial and support to make sure this assignment become a success project.

I also want to thank to all our customer for their support and give a positive feedback for our improvement in the future.

EXECUTIVE SUMMARY

Tastylicious Pickles is a company which focuses on food production in Alor Gajah, Melaka. We offer homemade pickles as our product to the customer. We provide good quality product with affordable price. Our product is suitable for all range of age starting from children to adult. We maintain the satisfaction of customer by providing product with fresh fruits and we also prepared based on request by our customer.

Tastylicious Pickles tagline is '**Taste, Likes and Enjoy**'. We want the customer to taste our product and share happy moment with their family. For starter, we operate this company at our own house which is at PD 553, Lorong 5, Taman Sebang Mutiara 78000 Alor Gajah, Melaka.

This company is consist of me and helping by must husband. We prepared the product by our self and we also be the person who responsible to deliver the product. We also encourage customer to self pick up the product for fast delivery.

Tastylicious Pickles is using social media which is Facebook Page as a marketing strategy to attract more customer and to make sure the customer aware with our product. Any updates of our product also will be posted in social media. I believed that using social media will help this company to be more successful in the future.

We will expect that our business will become more developed in the near future because we planning to offer new pickles product for the customer. We hope that the demand of pickles will increased due to awareness of healthy fruits that we offer. Our pickles also can be consider as snack and it also can be eating at anywhere and anytime.

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1.0 INTRODUCTION OF BUSINESS

NAME AND ADDRESS OF BUSINESS

Tastylicious Pickles Enterprise have been established in the second quarter of the year 2019. This company is based on retail activities as the main activity which selling is selling pickles to the customer. For the starter, the company is using my house address as a business location. Name and address of business is as follow.

TASTYLICIOUS PICKLES ENTERPRISE

PD 553 Lorong 5,
Taman Sebang Mutiara,
78000 Alor Gajah,
Melaka.

The marketing process that has been done to promote Tastylicious Pickles is by online and also by direct marketing. Tastylicious Pickles using media social especially Facebook to promote our product to the customer.