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UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530):
SOCIAL MEDIA PORTFOLIO**

Prepared by :

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Executive Summary

Sollado is a company that was just established in 2020. Sollado is a company that produces sambal-based food products in general. The company focuses on the production of high-quality food products and pays attention to the needs of customers in producing original and unique sambal recipes. Currently, Sollado focuses on sambal products that are famous and originate from Yogyakarta, Indonesia, namely Geprek.

The customer target for the company is broad, where it does not take into account the age factor but is narrowed down to individuals who are fond of the spicy taste in their cuisine. In addition, Sollado also focuses on fans of Indonesian food such as Ayam Geprek, where they can get sambal that has a similar taste to Indonesian sambal in the local market.

The platform that has been used by the Sollado company is social media such as Facebook. In terms of payment method, this company uses cash on delivery and delivery using postage. This kind of platform is important for this company to further develop its branding and products in the market. In addition, social media platforms are important because Sollado is able to connect with their customers easily, as well as getting feedback from them about the products.

Moreover, Sollado uses hard sell and soft sell in promoting products. Using these copywriting techniques will help attract customers' interest in the product being promoted more effectively. Each post made has information about the product and the price to make it convenient for customers to know about Sollado products.

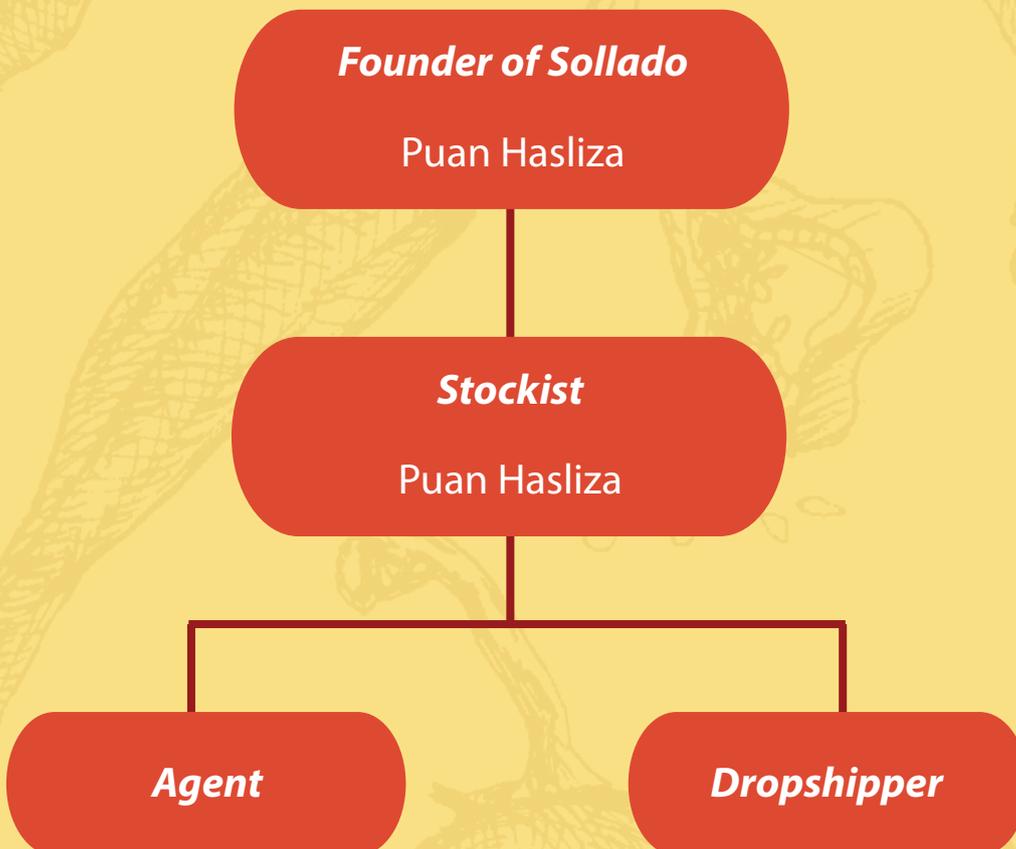
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Introduction of Business

Name of Product	Sollado
Address	No 8 Medan Selera Persiaran, Subang Mewah USJ 1 47610, Subang Jaya, Petaling Jaya, Selangor.

Organizational Chart



Mission	Vision
To serve the delectable taste for every bite	- To produce the authentic taste of sambal. - To offer high-quality products with no preservatives.

Descriptions of Products

Sollado released their first product which is Sambal Geprek Berapi. The product was inspired by a well-known dish named Ayam Geprek that takes place in Yogyakarta, Indonesia. As to achieve the similar taste from its' origin, Puan Hasliza, the founder of Sollado took 3 years to develop the recipe for this product.

After received a huge amount of feedback, Sollado released a set of the product that also contains Sambal Geprek Berapi. The set was named Sollado Perfect Combo. The set contains;

- Flour A (for marinating)
- Flour B (for coating)
- 1 unit of Sambal Geprek Berapi

Sollado Perfect Combo aims to their customer who wants to make a complete set of a dish of Ayam Geprek at home by providing the ingredients of batter, as well as their signature sambal, so it's easier for them to make the dish in a short time.

