



اَوْنِيُوْسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ART AND DESIGN  
UNIVERSITI TEKNOLOGI MARA (UiTM) PUNCAK ALAM CAMPUS  
SELANGOR**

**ENT530  
PRINCIPLE OF ENTREPRENEURSHIP**

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## **EXECUTIVE SUMMARY**

Mus Burger and Thai Food is a street side burger stall that has been around since 1989. Instead of using one specific brand for patties, we actually source from different suppliers. Each burger customized according to our preferences and now, we open the Thai restaurant to attract more people to come. We also offer a variety of interesting menus. Our business offers affordable services to our customer by giving them with a variety of menus with a different range of prices.

Our target audience is a group of people who like eat fast and tasty food. Our mission is to strives by providing meals of the finest and exceptional quality that meet the complete satisfaction of every consumer at a very reasonable price. As for the vision, we want to consistently deliver high-quality products and services to our customers and to be one of the best restaurants in town. The marketing strategy that is being used is by selling online through FoodPanda and Grabfood. Our business also uses Social Media such as Facebook page as a platform for us to attract online customers and to gain more awareness and generate more sales at once.

This Social Media Portfolio (SMP) report will include the company information, the product, product prices, teaser post, hardsell and softsell on Facebook post. From the study of (SMP), I am able to identify how the marketing strategies works. Where those solutions will be able to assist the company in gaining market share and increasing profits.

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# PRODUCT/SERVICE: MUS BURGER & THAI FOOD

A street side burger stall that has been around since 1989. Instead of using one specific brand for patties, we actually source from different suppliers. Each burger customized according to our own preferences and now, we open the Thai restaurant to attract more people to come. We also offer a variety of interesting menus.

## Strength:

- serves about 100+ burgers per day
- Muslim owned stall burger & Thai food
- wide variety and night market on Tuesday
- sources from different suppliers

## Weakness:

- Might have to wait if orders pile up
- Stall looks old
- Social media not updated
- Lack of promotion



## Mus Burger

Directions

Save

Call

4.2 ★★★★★ 71 Google reviews

Hawker stall

Takeaway

**Address:** 29, Jalan SS 3/29, Taman Universiti, 47300 Petaling Jaya, Selangor

**Hours:** Closed · Opens 5PM ▾

**Phone:** 019-361 6635

**Order:** foodpanda.my

