



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



ENT530 PRINCIPLES OF ENTREPRENEURSHIP

TITLE	SOCIAL MEDIA PORTFOLIO (SMP)
FACULTY	FACULTY OF ART AND DESIGN
PROGRAMME	AD241 – BACHELOR OF GRAPHIC DESIGN(HONS.)
COURSE	ENT530 PRINCIPLES OF ENTREPRENEURSHIP
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EXECUTIVE SUMMARY

SyahFresh is an agent that offer and promote a variety flavour of Farm Fresh Milk. As for now, SyahFresh offers 6 different unique flavour of milk which is Café Latte Milk, Premium Chocolate Milk, Dates/Kurma Milk, Strawberries Yogurt Drink, Mango Tango Yogurt Drink and lastly, Mixed Berries Yogurt Drink.

The price offered by SyahFresh is reasonable as it follows the fix price for a carton of Farm Fresh Milk that was set by Farm Fresh. With this the customer can enjoy the drink with anytime and anywhere with a smile on their faces.

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2. Introduction of Business

2.1 Name and Address of Business

The name that I have given for my business is SyahFresh Sdn. Bhd. The address of my business premise is located at No 21, Ground Floor Jalan 17/45, Seksyen 17, 46400 Petaling Jaya, Selangor. The slogan that I use for my business is Feel the Freshness, The Natural and Healthy.

2.2 Organizational Chart



Owner of SyahFresh

The owner is responsible of advertising and promoting the product at Facebook Page and listing the customers orders. The owner also responsible of posting the goods to the customer by using Pos Laju for delivering.

2.3 Mission and Vision

Mission:

- To provide a healthy and nutritious drink to people for a healthier lifestyle especially to those who are malnutrition.

Vision:

- To be a top seller for a healthy drink in Malaysia that have gain many customer trusts.

2.4 Descriptions of Products and Services

The product is well pasteurised with full flavour and low-fat varieties. All of Farm Fresh products are made of freshly pumped milk that contain no preservatives and colourings. The fresh milk is then bottled securely before being transported to the local supermarket. This product has a variety of flavour for the customer to choose. First is the café latte flavoured milk that contains caffeine, which give it a delicious bitter flavour of coffee. Next, is the strawberries flavoured yogurt drink, which contain the organic taste of strawberries. Third flavour is the mango tango flavoured yogurt drink. This yogurt drink contains the delicious taste of mango. The fourth flavour is the mixed berries flavoured yogurt milk. This yogurt drink contains the flavour of blackberry, raspberry, blueberry, strawberry and grape and this flavour are mix together to create an exquisite taste. The fifth one is premium chocolate flavoured milk, which contains cocoa beans that give the chocolate flavour. And finally, the dates(Kurma) flavoured milk, that contains the delicious and extravagant flavour of the dates fruit.

1. Café Latte Milk



2. Premium Chocolate Milk

