



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ بِاَمَّارَا  
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**HUMAN RESOURCE MANAGEMENT**

**ENT530: PRINCIPAL OF ENTREPRENEURSHIP**

**SOCIAL MEDIA PORTFOLIO**

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## EXECUTIVE SUMMARY

In my social media portfolio, I have decided to choose a business related to food and beverages due to the demand for food are seemingly high especially since the Covid-19 pandemic. However, the supply for traditional food are still at a low level even though the demand is surprisingly high. This is because most people would think that no one would want to purchase traditional food and the profit will not be as much as selling modern food. Therefore, I have chosen to sell Malaysian traditional condiment to gain advantage in the market by demonstrating modern presentation in marketing to attract people, changing their perspectives, and make traditional food great again while keeping it up with the advancement of technologies and standard of living.

Therefore, I came out with the idea of selling Sambal Tempoyak Tok Ayah and decided to be an agent for this product to expand the business not only to old generations, but also to the younger generations. Haji Bahar, or familiarly known as Tok Ayah, is a founder of this business and have been selling it for years. However, the sales of his sambal tempoyak tends to decrease as he have a problem to reach out his agents and customers due to pandemic circumstances. It is because Haji Bahar prefer to operate his business in the traditional way and depending on the agents to do any further marketing, or post delivery the product.

In the making of this portfolio, I learn a lot on how to be a real time entrepreneur by constructing plans, marketing idea, determine product pricing and using Facebook platform to reach out potential customers. I have learned precise marketing techniques in order to conduct teaser, soft sell and hard sell of the product. I also need to produce the graphic contents and editing for marketing purpose. By using Facebook page, I can easily familiarized myself on how do I starts to setup the basic profile of the business, besides starting small to deal with my anxiety by building confidence in managing online business.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business



Figure: Business Logo

Based on the picture above, the name of this business is Sambal Tempoyak Tok Ayah. The name Sambal Tempoyak came from the name of the product itself, a traditional Malaysian condiment that mixed by two main ingredients which are Tempoyak Durian and Chili paste. Therefore, it is important to advertise sambal tempoyak using its own name for customer to recognize it right away. Tok Ayah name is placed in this business name as a signification for Haji Bahar as a founder of this business. The business name is simple in order to keeping its originality and for customer to know that Sambal Tempoyak Tok Ayah is a local business.

Haji Bahar produce and labelled Sambal Tempoyak Tok Ayah as a homemade product, therefore this business have no physical factory or shop. He created the recipe of the product himself, and start to own a business from his home which located at Melaka Tengah, Melaka. Haji Bahar play a role as a supplier for his agent from various of state in Malaysia. He usually perform his duties by delivering stocks of sambal tempoyak to his agents once a week. The advertising and selling of sambal tempoyak directly from Haji Bahar only be done in Facebook, which mainly reach out to attract and recruit new agents.