



SOCIAL MEDIA PORTFOLIO: CAMCA ZULAYKHA



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Executive Summary

The 'Camca Zulaykha' is based on the initials of the two founders. Together, the company has launched multiple types of products. It is a prepared fried red onion and garlic is the main product for our clients to use in their food and daily use. The "Camca Zulaykha" also has a catering service that provides a variety of food ready to eat to any company that wants to order in large quantities. Our company provides services to help our clients save their time going out during lunch break or any company that provides food for their staff . The target market is for housewives, individu that like to eat fried onions and any group that wants to order the catering service. This is because we are also providing a service for catering. In the business segment there are always a competitors, which our one competitor is IKS that selling the fried onions for example "*Nuha Bawang Goreng*" and "IBNI", so there's a possible risk of competitors is the Ingredient in the product and also how we serve the client.

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1.0 Introduction of Business

1.1 Business Information Sheet

Name of Business (with logo)	:	Image 1: CAMCA ZULAYKHA 
Name, Phone number & Email	:	Muhammad Aiman Bin Mohd Hisham 019-3992283 ai.manstudio96@gmal.com
SSM registration	:	-
Official business email address	:	-
FB webpage address	:	https://www.facebook.com/BawangZulaykha/?ref=pages_you_manage
Instagram link	:	@Zulaykhartw
Brand name	:	Camca Zulaykha
Online business mode	:	Stock Agent
Nature of business	:	Selling and trading of beverage goods
Types of products	:	Homemade: -Fried Red Onion -Fried Garlic -Catering
Main competitors	:	
Startup capital	:	RM 5000.00
Product selling price	:	-RM14.00 per Unit - Retail RM 11.00 per unit (minimum 24 Units)
Cost of the product	:	RM10.00 per unit
Supplier / Brand Owner Name	:	Camca Zulaykha
Contact Details of Brand Owner	:	Address: 82a, Jln Teratai ½, Taman Bkt Teratai 68000 Ampang, Selangor, Malaysia Contact number: 019-399 2283