



اَوْبُنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**SOCIAL MEDIA PORTFOLIO**  
**PEPES AYAM BY BAKO BAKO FROZEN**



PREPARED FOR  
DR. MUHAMMAD ISKANDAR BIN HAMZAH

PREPARED BY  
SAIFUL ZIKRI BIN MADZAMRI (2020991939)

GROUP  
AD247 5B

UNIVERSITI TEKNOLOGI MARA (UiTM)  
FACULTY ART AND DESIGN

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## **EXECUTIVE SUMMARY**

Bako Bako Frozen is a frozen food selling and delivery business that covers certain areas in Klang Valley including Kelana Jaya, Subang, and Shah Alam. Not only that, but this business has also established a stall that providing food selling services located near the Management & Science University, Section 13, Shah Alam. Its target market will be mainly university students to visit. Bako Bako first started before the first movement control was implemented and still operation to date. This business was founded and started by a group of young men who are different backgrounds with huge ambitions in this business industry.

We are focused on selling variety of frozen food which are, pepes ayam, otak – otak, pandan friend chicken, curry puff, and donut. The price range for the products selling is RM17.00 to RM30.00 which is a reasonable price for food in order to satisfy customers. In addition to that, Bako Bako also provides online business operations such as Instagram and Facebook Page. We aim is to understand the customer's need and preference to further enhance the services of business activities and builds on their loyalty to our business continuously.


In fulfilling the assignment, I have participated in the line of business as a dropship based in Bandar Sri Damansara, Kuala Lumpur. In order to achieve our goal, we aim to make improvements in our business from time to time to ensure we are in healthy competition with other businesses who are in the same industry as us.

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## 1.0 INTRODUCTION OF BUSINESS

### 1.1 Business information sheet

<b>Name of Business (with logo)</b>	:	 <p>Pepes Ayam By Bako Bako Frozen</p>
<b>Name</b>	:	Saiful Zikri bin Madzamri
<b>Phone number</b>	:	011-21584180
<b>Email</b>	:	<a href="mailto:epullzikry54@gmail.com">epullzikry54@gmail.com</a>
<b>Official business email address</b>	:	N/A
<b>FB webpage address</b>	:	<a href="https://www.facebook.com/PepesAyambyBakoBakoFrozen">https://www.facebook.com/PepesAyambyBakoBakoFrozen</a>
<b>Brand name</b>	:	Pepes Ayam By Bako Bako Frozen
<b>Online business mode</b>	:	Dropship Agent
<b>Nature of business</b>	:	Selling and delivering
<b>Type of products</b>	:	Frozen food (Pepes Ayam)
<b>Main competitors</b>	:	Otakotakpetalingjaya on Instagram Otak-otak & Pepes Warisan on Facebook
<b>Startup capital</b>	:	RM 12.00 dropship fee
<b>Product selling price</b>	:	RM 17 (25 pieces) RM 27 (50 pieces)
<b>Cost of the product</b>	:	RM 10 (25 pieces) RM 20 (50 pieces)
<b>Supplier / Brand Owner Name</b>	:	Bako Bako Frozen
<b>Contact Details of Brand Owner</b>	:	Address Jalan SS 19/1F, 47500, Subang Jaya, Selangor