# SOCIAL MEDIA PORTFOLIO

## PATONG LEGACY



**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**FACULTY & PROGRAMME**     : FACULTY OF FILM, THEATRE AND ANIMATION (FF235

**SEMESTER**                : 3 (2020/2021)

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**GROUP**                   : FF2354A

**LECTURER**                : NORFAZLINA BINTI GHAZALI

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**EXECUTIVE SUMMARY**

# EXECUTIVE SUMMARY

Patong Legacy is my brand name and *Kambing Perap Patong* or also known as Patong Marinated Lamb as our main product. The Main objective of my business is to provide frozen food supply that is marinated frozen food to my customer by offering affordable price and unique quality than other products.

Patong Marinated Lamb is a unique and different marinated lamb from other products out there because the ideas and marinated ingredients that we use is actually from the foundation of my family's hereditary business, where my grandfather has been doing *Sate* business since the year of 1970s. Our main product that is Patong marinated lamb uses marinated sauce ingredient where it is a combination of marinate that are commonly used along with my family heritage satay recipes for 3 generations.

This business began on Facebook on 24th December 2020. We started off with one main product that is marinated lamb. After going through some research process and our product have become known, we offer *Patong* marinade sauce that can be bought by our potential buyers for them to marinate various types of raw food other than our main product that is lamb such as chicken, beef and seafood according to their desires.

Patong Marinated Lamb has been sold over a thousand packets since its inception, and the figure is expected to rise through the festive season. Increasing demand for our products lead to a strong profit margin on our company project's sales. By the end of 2021, we will have 3 products since we are now going through research process on our potential consumer for us to produce new product that is actually the backbone of our business that is *Sate Goreng Pak Patong.*

## 2.0 INTRODUCTION TO BUSINESS

### 2.1 BUSINESS NAME AND ADDRESS

Patong Lecagy is a company name that has been chosen based on the founder of our product that is my grandfather's nickname, Pak Patong. Since it is a 3 generations business, we are dedicating this company using his name. "Marinated with Love" is our company motto. This demonstrate that our marinated lamb will provide home-cook marinated lamb, high quality and nutritious product for our consumer. Our product can be consumed by everyone regardless of age.

The logo that we have chosen for our business includes an image of our founder that is *Pak Patong* with the word Kambing Perap Patong around it.



Figure 1.1: Logo for business