

# SOCIAL MEDIA PORTFOLIO

## SANDWISH



### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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## **EXECUTIVE SUMMARY**

Sandwish is a brand name of our sandwich business. The main objectives of our business is to provide a wonderful sandwich with a good quality that Malaysian will hard to get with a affordable price. We try our best in the making of the sandwich with well care and good hygiene in order to serve it to our customer.

Our business began on Facebook at 2021, where we started with only six types of sandwich only and keep come up with a new idea to expand our business in the market with providing more new type of sandwich due to our analysis of our customer's demand.

However, we saw that Sandwish could grow and accept a lot of new customer when we held an sale such as New Year Sale due to the power of the viral in the social media. By that, Sandwish have a chance to expand the business in the market and could also add more target market among locals such as women around 30 years old and above.

## 2.0 INTRODUCTION TO BUSINESS

### 2.1 BUSINESS NAME AND ADDRESS

Sandwish is a business that had been decided based on the main product which is sandwich. The name of the business implies that all the products are prepared and sold by the product itself which is sandwich where we changed “wich” word to “wish” which is mean we provided a lot of types of sandwich. Our business motto is “variety, delicious, affordable. Bring a lot of variety of good quality of sandwich to your daily diet”, which show that our sandwich would promise a good food to all while providing a generous type of choices. The target market for Sandwish are girl teenagers and adolescents between the age of 13 to 35 years old.

The logo used for the business is a titled word “SANDWISH” with our tagline “as you wish” in a round shape with orange background. In addition, our signature colour for Sandwish is orange and green.



**Figure 1.1 :** *Logo for business*