



**FACULTY OF BUSINESS AND MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA (UiTM)**

**KAMPUS PUNCAK ALAM**

**ENT530**

**PRINCINPLE OF ENTREPENEURSHIP**

**INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO**

**GROUP: ENT530 N**

**PREPARED BY:**

Nor Syafiqah bt Mohd Azwan

**PREPARED FOR:**

Madam Nadiah Maisarah binti Abdul Ghani

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## EXECUTIVE SUMMARY

PakWan Daging Bako provides product that can give a new experience for our customers in terms of taste. Our product offers affordable and reasonable price to all of our beloved customers. Also, we provide cash on delivery for our customer when they purchase our products.

Our target market is a group of people who are looking difference taste in food. All of our ingredients are premium and the meat itself is high quality. Our target customer would be around Langkawi as our business was based in here.

At the moment, this business was only owned and work by Nor Syafiqah bt Mohd Azwan. Our business use Facebook Page and WhatsApp platform for marketing and accepting order. We use teaser post, soft sell and hard sell as our marketing posting on Facebook. Last but not least, we eager to get customers satisfaction and to become preferred Daging Bako in town.

## 2.0 Introduction of business

### 2.1 Name and Address of Business



PakWan DagingBako is the name of the business, PakWan's name was taken from my father's name as to show symbolic for the business as the recipe was taken from him. The product will give the customer another level of satisfaction in our own ways.

PakWan Daging Bako is located at No. 144 Kampung Penarak Kuah 07000 Langkawi Kedah. The business is located in my house in as I am currently doing the business from home. I prefer to do my business from home as it is more convenient and comfortable. In terms of ways of deliver the food, we offer food delivery to our customer.

### 2.2 Organizational Chart



Owner of PakWanDagingBako