



اُونِيُوَرَسِيْتِي بَاتِيكُونُو لُو كِي بَاتِيَارَا
UNIVERSITI
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**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) OPERATION
MANAGEMENT**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



SOCIAL MEDIA PORTFOLIO (INDIVIDUAL ASSIGNMENT)

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GROUP: ENT530 N

BUSINESS NAME: PAK DIN TEEGA

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Executive Summary

Pak Din Teega is a small company founded by Fakhru Izzuddin Bin Mahidin, student of UiTM Puncak Alam. Even that, all the products are not produced by himself. He acts as dropship/agent for Teega Food, which the producer for all product on Pak Din Teega. He manages the business by himself alone including packaging for delivery, marketing, and promotion. Pak Din Teega operates through online only due to lack of budget and Covid-19 crisis. Currently, business based on online platform are more relevant and effective because of restriction to travel and movement across the city due to Covid-19 crisis.

Mr. Fakhru manages the business from home based on Facebook platform. He used Facebook as platform to run his business because it is do not charge even a cent to market any business, able to share picture and video especially for long duration video and help to market the products to people nearby and page's follower. For the delivery of goods, he uses courier service like JnT Express and PosLaju to deliver across all states in Malaysia, which cost RM 8 - RM 12. Beside that, he also provides cash on delivery (COD) services for customers located around the district of Kuala Selangor with charged RM 5 - RM 8, based on COD location.

Pak Din Teega only selling 2 type of products which named Mama Teega Crispy Snack and Baby Teega Crispy Snack. The ingredients for those products are same, the different of them are on the size and packaging only. The ingredients are corn flour, premium cheese, chili, and sugar, the producer does not used artificial coloring and artificial flavoring to make a healthier snack. The products should be healthier because the target market for Pak Din Teega is kid until elders. Nowadays, parents are more aware about the food eaten by their kids, they always want their kids eat something good for health, that why the producer produce that product because there a demand on healthier snack for kids.

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2.0 The Introduction of Business

2.1 Name and Address of Business



The business name is Pak Din Teega, it is based on combination of founder's name, Fakhrul Izzuddin and product's name, Teega Crispy Snack. The main reason of selection on business' name is the founder want people easily remember it and easy to call it. "Pak Din" is a catchy and familiar name among Malaysians, that why Pak Din name used as business' name.

Pak Din Teega registered under the address of the founder's home, which is in Kuala Selangor. This is because Pak Din Teega do not use a business premises to run his business because they are fully operated through online. Pak Din Teega use courier service to deliver the goods across all states in Malaysia. Besides that, they also provide cash and delivery service for customer within area of district Kuala Selangor.

Lastly, Pak Din Teega can be reached by customers through Facebook pages to get more detail of products, latest information, and promotion. To make an order for the product, customers can contact through Whatsapp at 017-3964765 or direct message at Facebook page, @PakDinTeega.