



اُنْبُوْزِ سَيِّتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَبَارَا
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TEKNOLOGI
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FACULTY OF BUSINESS AND MANAGEMENT

BA243

BACHELOR OF HUMAN RESOURCE

MANAGEMENT (HONS)

ENT530

PRINCIPLE OF ENTREPRENEURSHIP

ASSIGNMENT TITLE:

SOCIAL MEDIA PORTFOLIO (40%)

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CLASS GROUP:

ENT530_S

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Lastly, I would also like to thank you to my friends who had involved and contributed directly or indirectly in my project until I able to complete this social portfolio successfully.

EXECUTIVE SUMMARY

First and foremost, my business sells five flavors of lasagna and macaroni cheese bakar with bolognese sauce for their customers. Then, my business offers affordable price to our beloved customer with delicious taste and high quality. Also, we provide cash on delivery (COD) service which they do not have to go out to buy foods and stay at home or just wait at their respective workplaces. For now, the business only operates from my home.

Besides, my target audience is a group of people who are looking fresh baked food, delicious pasta with various flavors and something with cheese at affordable cost in order to satisfy their cravings. Next, our business targeting housewives with children, teenagers or students who are lazy to out or do not know what to cook. For now, I and my teams targeting potential buyers in Petaling Jaya area. Even so, the good news is we are planning to make frozen lasagna soon to increase our sales to other areas or states.

I registered my business at Go-eCommerce since I started of the business. My business began to run on April 2021 with the help of my family. Then, the business does not have a minimum order, i.e., customers can buy only one if they want to try and I and my teams able to accept many orders at one time, such as for birthday parties, banquets and so on.

At the moment, my business uses Facebook Page as a platform to attract online customers, gain more awareness and generate more sales at once. Other than that, my business also offers some promotions or discounts to attract customers to try and taste our foods. According to the customer review, our foods gave a fantastic taste because the ingredients used are plentiful and fresh. Therefore, Lasagna Cheese Leleh is a good marketable product of choice that can be further expanded to different areas as the business keeps on growing.

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2.0 INTRODUCTION OF BUSINESS

I. Name and address of business

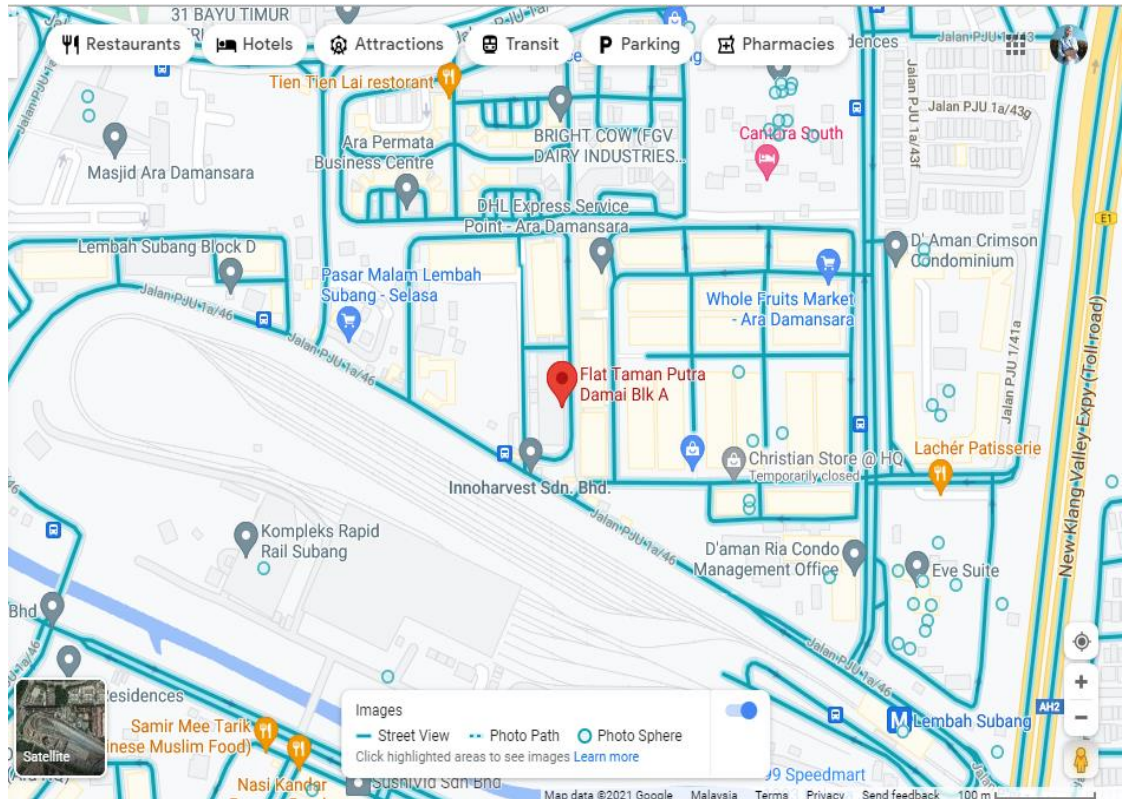


Image 2: Business Address

My business name is Lasagna Cheese Leleh that had decided based on our main product. I chose Lasagna Cheese Leleh because the lasagna is full with cheese and shows it is delicious. For now, I just run my small business from home and the business address is No 3A09 Blok A, Jalan PJU 1A/42, Taman Putra Damai, 47301 Petaling Jaya, Selangor. The form of business is sole proprietorship and assisted by family members because is only a start-up business and only operate a small business.