



اَوْبُنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTERPRENEUSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO
“HONEY STICK ORIGINAL”

PREPARED BY:

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PROGRAM:

BA243- BACHELOR OF BUSINESS ADMINISTRATION
(HUMAN RESOURCE MANAGEMENT)

GROUP:

ENT530 S

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EXECUTIVE SUMMARY

Honey Stick Original is a business located in Petaling Jaya dedicated to producing sustainable, high quality honey that is pure, natural, and non-pasteurized. We sell our honey through farmer's markets, online, wholesalers and retailers.

We are differentiated through our locally unique types of honey and selling our bees post honey season to help pollinate their crops. With these differentiated points we intend to expand our business further with our current customers as well as developing untapped segments. We aim to increase our brand awareness by increasing our social media presence. Our company aims to expand our distribution network to include more organic and local stores. This will help us reach our goal to increase our business-to-business sales.

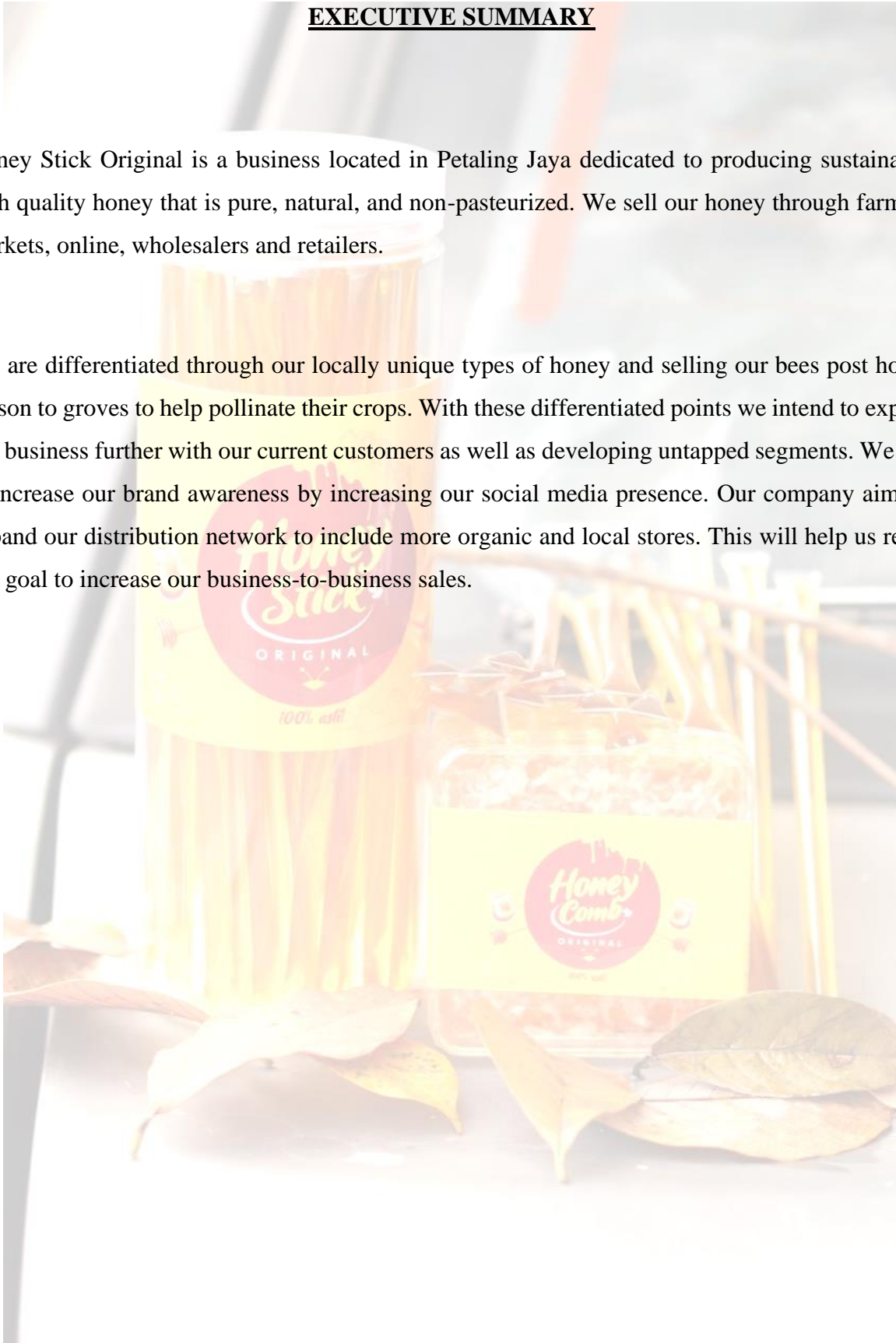
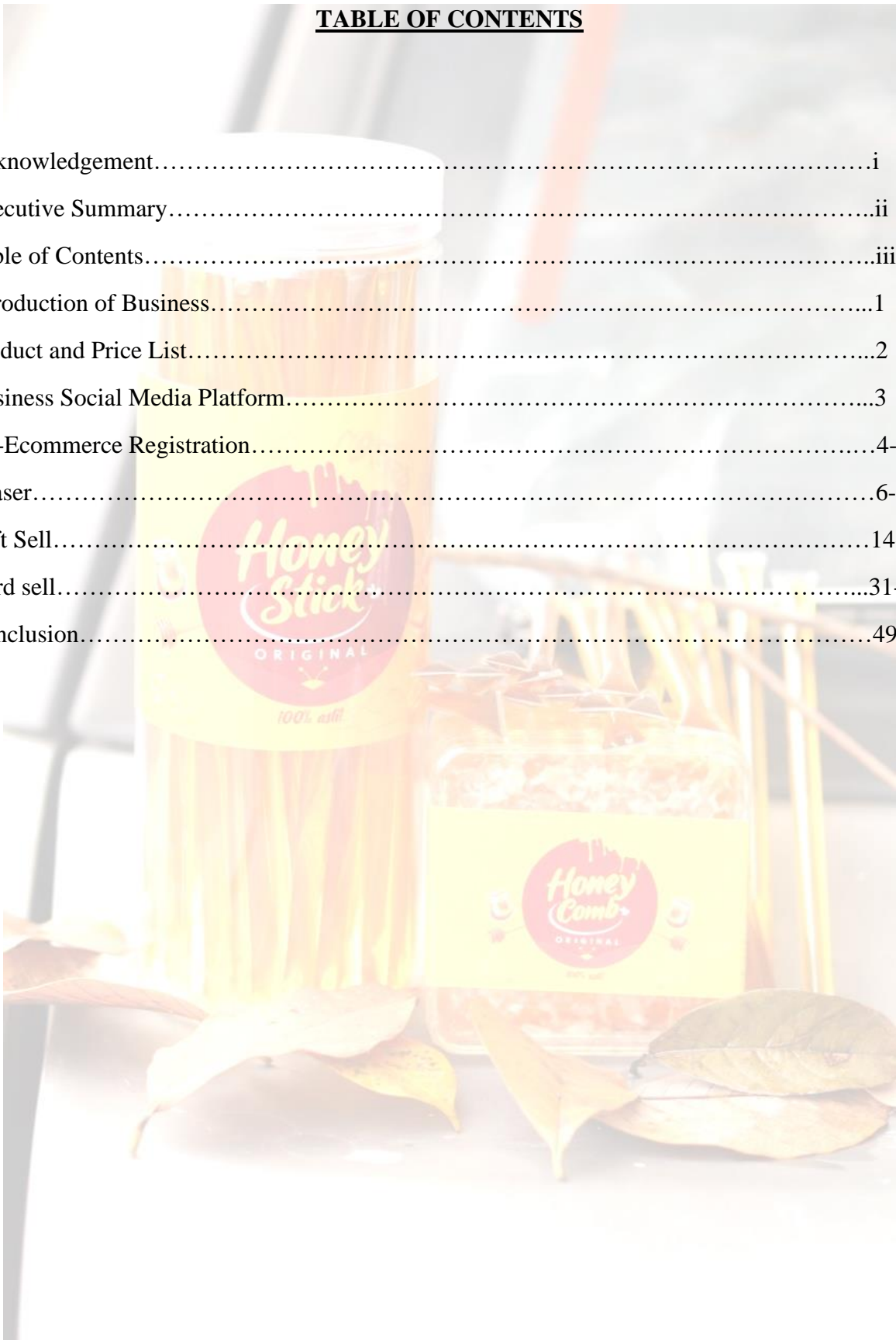


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INTRODUCTION OF BUSINESS



NURUL'ALIAH ADIBA BINTI AZMI
(Owner of Honey Stick Original)

HONEY STICK ORIGINAL

ADDRESS

19-1 Block E1, Jalan PJU
1/42, Dataran Prima, 47301
Petaling Jaya, Selangor

VISION

To make honey bees one of
the excellent livestock
industries in Malaysia by
2021

MISSION

Running the bee honey
sales industry to meet
demand on an ongoing
basis. At the same time, it
contributes to the
productivity and economy
of the country.