



UNIVERSITI TEKNOLOGI MARA

FACULTY OF INFORMATION MANAGEMENT

Degree in Bachelor of Information Science (Hons) Information Content Management

(IM 249)

Principles Of Entrepreneurship

(ENT530)

INDIVIDUAL ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY.

The existed business is all about online selling of food which is dries bananas. The report includes all of the information and details on marketing strategy elements. The online sales of Dries bananas named Paluts Banana Salai is the focus of this portfolio of social media. Crispy Smoked Bananas are bananas with crispy food smoked on the outside. The smoked person is tasty as a sweet banana that melts in the mouth. It tastes crispy outside and very satisfying when bitten and chewy inside. The Salai Banana has a Halal certificate, it is originally from Bandung, Indonesia.

There are also elements to promote and market the company so that the company can reach the public broadly. Some of the elements that significant for the social media portfolio are the profile of the business, hard selling and soft selling of the products. Nevertheless, the implementation of the business plan of the marketing strategy would be all the details in the report. The objective is always to provide all the customers with high-quality fresh products. Hence, enable stakeholders to work together and foster a conducive business environment.

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2.0 INTRODUCTION OF BUSINESS.

2.1 NAME OF ADDRESS OF BUSINESS.

NAME OF COMPANY	PALUTS
ADDRESS OF BUSINESS	https://www.facebook.com/palutsbananasalai
TELEPHONE NUMBER	011-11832369
FORM OF BUSINESS	SOLE PROPRIETORSHIP
MAIN ACTIVITY	SELLING DRIES BANANA
PRODUCT DISTRIBUTION	ONLINE DISTRIBUTION
DATE COMMENCEMENT	16 th April 2021
DATE OF REGISTRATION	16 th April 2021
SOCIAL MEDIA PAGE	palutsbananasalai