



اُونِيُوْسَيتِي تِيكْنُولُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

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KAMPUS PUNCAK PERDANA SELANGOR**

**BACHELOR OF INFORMATION SCIENCE (HONS.)  
LIBRARY MANAGEMENT**

**ENT 530 : PRINCIPLE OF ENTREPRENEURSHIP**



**SOCIAL MEDIA PORTFOLIO**

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## **EXECUTIVE SUMMARY**

LuhZahn-Yuh is a sole proprietorship business or personal business owned by Nuraliya binti Ghazali. LuhZahn-Yuh is a business that selling food which is lasagna and in the same time provide delivery services by its own. There are two choices for the fillings of lasagna which are meat and chicken. It also comes with two types of sizes which are small and big. The aim of this online business to ease people who are busy with works or if people want to any events at school, office or house.

LuhZahn-Yuh gives customers convenience because this lasagna are easy to grab or bring it anywhere and with just eat the small box by one person, they will feel really full and customers does not have to eat other heavy meals. Customers can request for their favourite either chicken or meat and they can even request any size they want. It is really understanding that most of hardworking staffs who works at office sometimes does not have time to eat so this product exist to satisfy and ease customer who are really busy because they can just order and this lasagna is easy to bring anywhere. It is also can be reheat by using microwave and it does not have problem to keep it in the refrigerator or freezer.

LuhZahn-Yuh already started since 2018 until now. It is still a home business which address at 67, Blok RP2, Taman Lembah Maju, Jalan Maju Utama, 56100 Ampang, Selangor Darul Ehsan. LuhZahn-Yuh still operates at the same place and with the same owner. This product really suitable for every layer of ages and offers affordable price for customers. Not only that, this product can serve for events and with the ingrediants provided, customers will satisfy with happy tummy!

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 NAME AND ADDRESS OF BUSINESS



<b>Name of the Company</b>	LuhZahn-Yuh
<b>Adress of the Business</b>	67, Blok RP2, Taman Lembah Maju, Jalan Maju Utama, 56100, Ampang, Selangor Darul Ehsan.
<b>Telephone Number</b>	013-3499581
<b>Form of Business</b>	Sole proprietorship
<b>Main Activities</b>	Selling and delivering lasagna.
<b>Product Distribution</b>	Offline and online sales
<b>Social Media Page</b>	<a href="https://www.facebook.com/luhzahnyuh">https://www.facebook.com/luhzahnyuh</a>