



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF INFORMATION MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA (UiTM)**

**ENT530 : PRINCIPLES OF ENTREPRENEURSHIP**

**INDIVIDUAL ASSIGNMENT 1**

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Through these problems, I manage to become more organize and mature in dealing with problems that occur during my business. This portfolio covers social media business using Facebook, sales revenue, creating soft sell, creating hard sell and create a teaser to attract customers. Lastly, to those who had involved and contributed directly or indirectly to this portfolio, I am very grateful to them for the effort and initiative that they have shown in my business until successfully completed my portfolio report.

## **EXECUTIVE SUMMARY**

Adam Betta is a small business that is created by Mohd Adam bin Jumaat which is the founder of the company. Adam Betta are one of many Aquatic Pet Shop that focus on Betta Fish as their main merchandise. The company provide a variety choice of species that can be choose by customer.

The owner started to collect Betta Fish as a hobby at first but after seeing a significant increase in amount of hobbyist in collecting betta fish, Mohd Adam see a potential in Betta Fish and decided to make a business out of it.

Adam Betta are base at Galeri Ikan Laga Adam Betta, Kg Kelewek, Bukit Payung 17500 Tanah Merah, Kelantan, Malaysia. The owner wanted to venture in opening a E commerce business which offer its customers the highest quality betta fish while sharing knowledge. Its focuses on personalized service to our customers by offering convenience and rapid service.

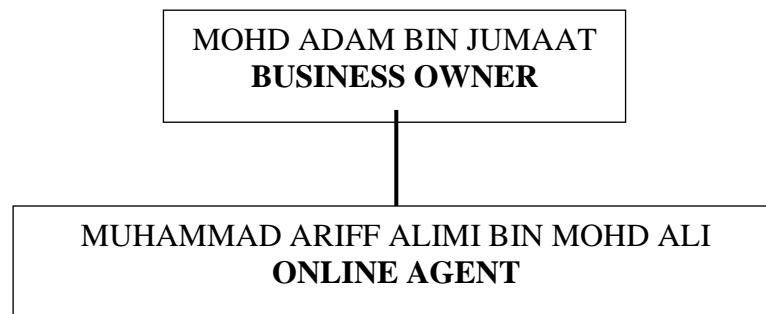
## 2.0 Introduction of Business

### 2.1 Name and Address of the business

**Name:** Adam Betta

**Address:** Galeri Ikan Laga Adam Betta, Kg Kelewek, Bukit Payung 17500 Tanah Merah, Kelantan, Malaysia

### 2.2 Organizational Chart



### 2.3 Mission and Vision

#### **Mission :**

- Integrity in all our actions
- Commitment to customers
- Quality of products
- To educate public

#### **Vision :**

“To become the reputable Betta Fish supplier in the country and strive for expansion through innovative marketing and business development locally”.

### 2.4 Description of product/services

It will be varied from one species to another species. The size and species of the fish will be the main factor how the fish will be graded.