



اَوْنَبُوْ رَسِيْئَتِيْ تَتَكُوْلُوْا كِيْ مِمَّا رَا
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SOCIAL MEDIA PORTFOLIO

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2.0 EXECUTIVE SUMMARY

Sambal Lado by Piya's Kitchen is a business that sells variety of sambal. Our business has three choices of sambals which are Sambal Lado, Sambal Penyet and Sambal Hijau Bilis. The main goal of the company is to provide a wide range of sambals prepared by hand to our customers at a reasonable price and with a great flavour. Our company began operations in March of 2021. Our product had a wonderful taste, according to the customer feedback, since the spiciness of the Sambals made our customer recall the taste.

We decided to sell sambal products as most Malaysian love to eat spicy dish. Therefore, we created these three products in order to fulfil Malaysian's taste. We cook the sambal by our hand and we do not add any preservative in our products. We produce our products by using fresh ingredients only. We want the best quality and produce a good taste for our sambals so that it can meet with our customer's expectation.

Many people enjoy this product because of its low and inexpensive pricing. As a result, our product gives useful information for continuing to sell to our customers. Since its start, Piya's Kitchen's Sambal Lado products have sold over 40 jars of Sambal Lado alone. However, once we added two more new products, the overall number of products sold grew.

Increasing demand for our goods leads to a strong profit margin on our company project's sales. As a result, Piya's Kitchen's Sambal Lado is a solid marketable product of choice that may be expanded into many various regions as the company grows. Therefore, selling sambals is counted as hot selling products as it meets with customers' favourite and demands.

4.0 INTRODUCTION TO BUSINESS

4.1 Name and Address of Business	<p>Business name: Sambal Lado by Piya's Kitchen</p> <p>Sambal Lado by Piya's Kitchen is a mix of the product's name and also owner. Sambal Lado is the primary product's name, while Piya is Safia's nickname. Sambals are produced in Piya's kitchen. As a result, customer will always remember the name of the business once they have tasted our products.</p> <p>Address: Blok 3B, Fasa 3, Presint 9, 62250 Putrajaya</p>
4.2 Mission and Vision	<p>Our mission is to supply our customers with the finest quality product at the lowest possible price.</p> <p>Our vision is to serve delightful seasonal food that would attract customers to return again and again.</p>
4.3 Description of Products	<p>Sambal Lado by Piya's Kitchen sells three type of sambal which are Sambal Lado, Sambal Penyet and Sambal Hijau Bilis.</p> <p>The differences between these three are the level of the spiciness. Sambal Penyet is the spiciest among these three. Sambal Lado is considered as medium level of spiciness and the least level of spiciness is Sambal Hijau Bilis.</p> <p>These three sambals are sealed and packed in a jar. The sambals are weighs 180g per jar.</p> <p>We post the products by using national courier services such as Pos Laju and J&T and we can also deliver by ourself if customer's area is near to us.</p>