



UNIVERSITI
TEKNOLOGI
MARA

BACHELOR OF BUSINESS ADMINISTRATION

PRINCIPLES OF ENTREPRENEURSHIP

ENT 530

DAK MEOKJA'S PORTFOLIO

PREPARED BY

NURUL IZZATI BINTI SURANI (2020465402)

SYASYA SYAHIRAH BINTI AHMAD SHAFREE (2020899996)

BA246 4C

PREPARED FOR:

MDM. NOORAIN BINTI MOHD NORDIN

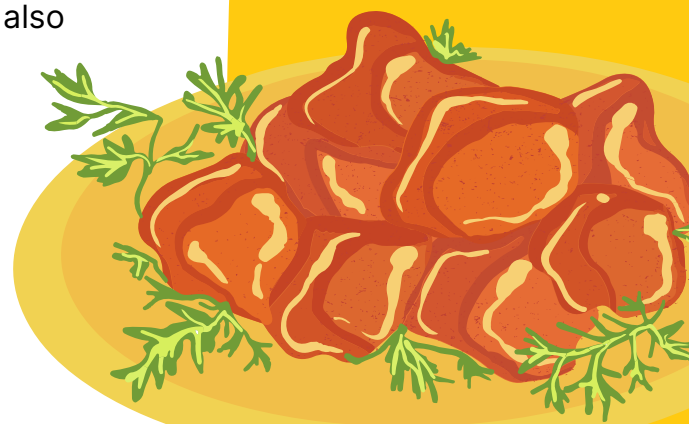
JANUARY 16, 2022

EXECUTIVE SUMMARY

We at "Dak Meokja!" want to provide our customers with a taste of South Korea's renown fried chicken, covered in a variety of Korean-made sauces. Our company was registered on April 1, 2020, and Melaka is our target location.

As we all know, today's businesses are competing to accommodate the growing need for new meals and dishes in a fast-growing market. There are a few companies that provide a variety of flavoured and crispy chicken treats at affordable prices. We decided to take advantage of this opportunity by opening Dak Meokja, a Korean restaurant in Malaysia with cooks and moderate prices. Korean-made sauces like "ganjang" (Korean soy sauce or "seasoning sauce") and honey were used to season the fried chicken.

We now have a physical store in Melaka, Malaysia's historical city, to complement our online business. Our business lot is near popular restaurants and fast-food joints, including Family Mart, Uncle Jjang, and Myeongdong Topokki. Our team is divided into three groups: operations, marketing, and finance. Because our company's income is generated principally from online sales, it is vital that our marketing team maintains and organises our digital platforms for the benefit of our customers and prospects. This marketing staff is also accountable for excellent customer service.

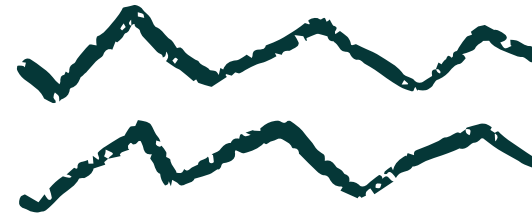




ACKNOWLEDGEMENT	II
EXECUTIVE SUMMARY	III
TABLE OF CONTENTS	IV
1.0 GO-ECOMMERCE REGISTRATION	1
2.0 MYENT CERTIFICATE	3
3.0 INTRODUCTION OF BUSINESS	5
3.1 NAME AND ADDRESS OF BUSINESS	6
3.2 ORGANIZATIONAL CHART	7
3.3 MISSION / VISION	8
3.4 DESCRIPTION OF PRODUCTS / SERVICES	9
3.5 PRICE LIST	10
4.0 FACEBOOK (FB)	11
4.1 CREATING FACEBOOK (FB) PAGE	11
4.2 CUSTOMIZING URL FACEBOOK (FB) PAGE	11
4.3 FACEBOOK (FB) POST – TEASER	12
4.4 FACEBOOK (FB) POST – COPYWRITING (HARD SELL)	16
4.5 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)	24
5.0 CONCLUSION	32



**DAK
MEOK
JA!**



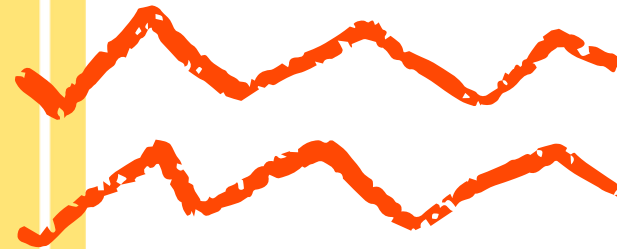
Hello there!

"Dak Meokja!" is a rapidly expanding Korean food delivery service dedicated to preparing and delivering freshly prepared meals, so that Malaysians may have a taste of South Korean cuisine and convenience without the hassle.



**DAK
MEOK
JA!**

NAME & ADDRESS



MANAGER

21, Jalan Lagenda 1, 75250 Melaka
017-306 8973
dakmeokja@gmail.com
facebook.com/DakMeokja-By-SI

We are here!

