



اَوْنُوْرَسِيْتِي تِيكُونُو لُو كِي مَارَا
UNIVERSITI
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MARA

**UNIVERSITY TEKNOLOGI MARA (UTM), PUNCAK ALAM
CAMPUS**

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

(FACEBOOK: RENDANG TOK OPAHDER JASS)

NAME:	KHAIRUNNISA BINTI ABDUL RAHMAN
STUDENT ID:	2020967689
LECTURER'S NAMES:	DR SYUKRINA ALINI MAT ALI

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EXECUTIVE SUMMARY

Rendang Tok Opahder Jass is a small and home-based business operated by my family. My aunt is the cooker who utilized her skills and use them to open a business. Her special skill is cooking Rendang Tok by using a traditional family recipe from Lambor, Perak. With the traditional way and taste of rendang, make their customer repeat the order. This rendang also cooks by my aunt only. Nobody allows trying to improvise the taste. It is because she wanted to keep the consistency of the taste of the rendang. This rendang business has been started in 2019 until now. This business-main marketing strategy via social media.

This rendang is very liked by the people because most of the feedback from the customer is very positive. All the ingredients that we used are very high quality. The price range also reasonable because as we know "Daging Batang Pinang" beef tenderloin is very expensive at the market. So, the price that we sell the rendang is very reasonable.

Since 2019, the order keeps increasing especially during 2021 "Hari Raya". The demand for the rendang is so high. We even stated that she even turns down some of the orders because we cannot cope with a large number of orders as she the only cooker. Even "Hari Raya" already finished, the demand still keeps going as of July 2021.

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ii. **INTRODUCTION OF BUSINESS**

a. Name and address of the business

The name Rendang Tok Opahder Jass is picked by my family. The name here, she used the name of the product to highlight what she sells, which is Rendang Tok. Meanwhile for Opahder is the combination of “opah” which is Perak slang, for grandmother and “der” is slang that the we use to make it more urban. For “Jass” is my aunt which is the chef nickname. The target market is all people especially women who want to eat rendang without mess their kitchen. As far as we know, this business is home-based, so the location of the business is at my aunt home who is the chef in Batang Kali, Selangor. For me, I am in charge of marketing in this business.

Name of Business: Rendang Tok Opahder Jass.

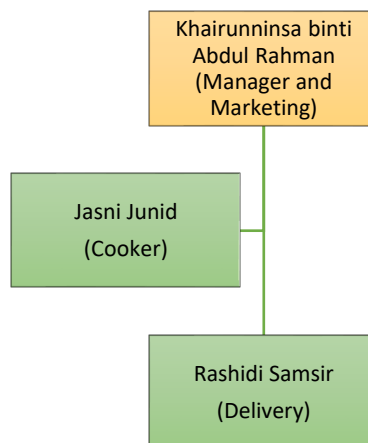
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Main Product: Homemade Rendang Tok.

Type of business: Sole Proprietary

b. Organizational chart

As for the organizational chart, the owner has very simple as the business type is sole proprietary. This is because our business is just a small home-based business.



c. Mission and vision

As for the mission and vision, we believe that this is very important in every business. It is because every business needs an objective and goal for them to follow. This can be their driving force to run the business. That’s why, one of the reasons we establish the mission and vision because we want to sustain our business as a long-term business.