



اَوْنِيُوْ سَيِيْتِي تِي كُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS.)**

**PRINCIPLES OF ENTREPRENEURSHIP
ENT530**

SOCIAL MEDIA PORTFOLIO – INDIVIDUAL ASSIGNMENT

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EXECUTIVE SUMMARY

Sudeebytira sell products with the brand Sudee. World Prominences Sdn. Bhd. is the owner and manufacturer of Sudee products and they produce ready-made spice premixes. In Sudeebytira we sell two types of spices that focused on the Korean Cuisine which are Spicy Buldak Sauce and Kimchi Jjigae. Spicy Buldak Sauce is a spicy and sweet sauce that goes well with fried chicken while Kimchi Jjigae is a Kimchi stew that can be eaten with seafood or vegetables.

We choose to focus on selling Korean Cuisine ready-made spices because the demand for Korean Cuisine in Malaysia is currently rising. Therefore, we are determined to produce the best quality and halal Korean Cuisine for Malaysian to enjoy.

Our target market is a group of people who love to eat Korean food or for busy parents who want to make delicious food that require less time. Our customer can get access to our products by using courier services and we make sure that our customers receive our products immediately without any delay.

Sudeebytira Facebook Page also have reached 150 likes since our first day of launching. We get the best response and feedback from our customers as they always satisfied with our products. That is because, we always pay attention to the quality and taste of our products. Furthermore, we always try our best to provide the best services for our customers to ensure that they are satisfied.

Our marketing strategy is focusing on media socials such as Facebook, Instagram and Website. We are hoping that our company could collaborate with others Korean restaurant in order to strive for success and gained valuable experiences.

Other than that, Sudeebytira is accessible in Rawang, Selangor to make it easier for customers to drop by and pick their orders. Lastly, our founder which is Nur Atira Jamaludin are dedicated in running this business. She is hardworking and have many strategic plans in making this business successful by focusing on the marketing and operation of the business. Nur Atira Jamaludin always believe that customers satisfaction is Sudeebytira first priorities.

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4.0 INTRODUCTION TO BUSINESS

4.1. Name and Address of Business	<p>Business Name: Sudeebytira</p> <p>The name Sudeebytira is actually a combination of the name of the products and the owner of the Facebook Page. It is the combination of the name Sudee and Atira. Therefore, it is easier for customers to identify the real seller of Sudee products.</p> <p>Address: No. 8. Jalan TS1 Templer Saujana, 48000, Rawang, Selangor.</p> <p>Our company is located near to the Rawang city which is a strategic place to run a business as Rawang city is packed with people from all ages such as workers and students.</p>
4.2. Mission and Vision	<p>Mission: To provide Sudee customers the best quality services and products with an affordable price.</p> <p>Vission: To be one of the most successful and trusted company that sells ready-made spices for our customers, agent and dropship.</p>
4.3. Description of Products	<p>In Sudeebytira, we are selling ready made spices. We are currently selling two of our famous Korean spices which are Sudee Buldak Sauce and Sudee Kimchi Jjigae.</p> <p>We are producing these two products as it is the most beloved by our customers. It is suitable for all occasions and suitable for all ages. Our products are certified halal therefore it is safe to consume for everyone including Muslims. Sudee also only produce good quality products for our customers.</p> <p>We also provide delivery services for our customers for the whole Malaysia. The delivery process will be done by courier such as Poslaju, J&T and DHL. Furthermore, we provide delivery service by Grab for immediate delivery.</p> <p>These two products are available in two sizes which are 150 grams and 50 grams. It is to make it easier for our customers to buy based on their preferences and serving. The customer can order at anytime as the products are ready stock and have two years of expiration date.</p>