



اَوْبَهُرْ سَيِّدِي تَيْكُونُ لَوْ كَيْنِ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

SOCIAL MEDIA REPORT

IR BEDIL

Faculty : FACULTY OF BUSINESS AND MANAGEMENT

Program : BA 242

Program Code/Class : BA 242 2B

Course : PRINCIPLES OF ENTREPRENEURSHIP

Course Code : ENT 530

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Name & Student ID No : 1. Abdul Razi Bin Abdul Rashid (2021470504)
2. Muhammad Izzudin Bin Anuar (2021813498)

Name of the Product/ Service : IR BEDIL (Bergedil- Stuffed Taufu)

Submitted to:

PUAN ZAINAH JALIL

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Executive Summary

IR BEDIL is food business that established 10 November 2021 with two partners which are Abdul Razi and Muhammad Izzudin. This business is selling stuffed food or known as bergedil in Malaysia. The idea was come from Abdul Razi when he helped his mother making bergedil and sell it to the neighbour. From that, he got an idea to develop the business by using social media. So, we created Facebook page on 29 November 2021.

The main idea for this online business is to sell the stuffed tofu around Malacca. For those who was interest to buy stuffed tofu, they can text us by WhatsApp and the stuffed tofu will delivered to their house. We also have a variable flavour for our stuffed such as chicken, meat, shrimp, and potato. With variable flavour, the customer can choose the ones that they enjoy to eat.

Our target market is for the food lover. This stuffed food can eat by all age categories because it is one of the healthy foods. So, everyone in Melaka can buy our stuffed food anytime and anywhere.

IR BEDIL Facebook page now has 24 followers only because we are still new in Facebook platform. This page is used to promote our product which is stuffed tofu and other information that can give benefits to the reader. This Facebook Page was manage by Muhammad Izuddin, and this platform is very good to entrepreneur because it helps seller to communicate with the customer and promote our product to people.

Using this platform, we manage to set up our promoting strategy by providing 16 hard sell, 16 soft sell and seven teasers. We also prepared a schedule posting on Facebook and explanation about every posting in Facebook Page.

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Introduction Of Business



Name Of Business	IR BEDIL
Business address	2724, Jalan Taman Bandar Baru Mt 3, Taman Bandar Baru Masjid Tanah Utama, 78300 Masjid Tanah, Melaka
Email	Irbedil20@gmail.com
Facebook	https://web.facebook.com/IRBegdil
Telephone no	014-0000000 – Razi 012-0000000 – Izzudin
Form of Business	Partnership
Main activities	Selling Food (Stuffed Tofu-Bergedil)
Date of commencement	10 November 2021
Name of Bank	Maybank
Bank account number	-

- Name of business

The name for the online business is IR BEDIL. The name was inspired by the combination of two friends who has intention to run a business by selling stuffed tofu to the customer. The word IR is combination name Izudin and Razi and the word “Bedil” consist of the stuffed tofu. It is good name for us because we can trending our name to the Malaysian as Malay entrepreneur.

- Business address

The address 2724, Jalan Taman Bandar Baru Mt 3, Taman Bandar Baru Masjid Tanah Utama, 78300 Masjid Tanah, Melaka is our place to run the business. It is a house that we can use to make our stuffed tofu and sell to the customer. Initially, we planned to start a small business by selling the stuffed tofu around Taman Bandar Baru. Then, demand for stuffed tofu has increased and we had demand outside Taman Bandar Baru. And we start to use service cash on delivery for the demand in area Melaka. As long we can use the house to produce stuffed tofu and we also plan to open a stall if we have extra budget and strong financial.

- Email address

We also have business email: Irbedil20@gmail.com, it is more professional for us to run a business by separating personal email and business email to customer contact with us.

- Facebook Page

To promote our business, we also use social media platform which is Facebook Page: <https://web.facebook.com/IRBgedil>. This page contains about our information and the customer who has Facebook can make an order by using this platform.

- Telephone Number

We also use business phone number for receive an order. The customer can contact one of the numbers stated for making an order. The customer also can contact the number that available 24 hours to making food reservation for the event.

- Form of business

Our business is partnership which the owner for the business is Abdul Razi and his partner is Izudin. With the cooperation, we can manage our social media, and receiving order. Izudin also helped a lot in promoting our business to make our product well known to the citizen. For the financial, I manage the financial by myself and give some commission to my friends for give a hand into the business.