



اَوْبُوْرَسِيْتِي تِي كُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

SAMBAL DSMU BY REESYA



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EXECUTIVE SUMMARY

Sambal DSMU by ReeSya is a food-based business that was founded in 2021. The name ReeSya is a combination of two founders, namely Nik Shaheera Azfareeda (Ree) and Shahirah Syasya Fitriah (Sya). We chose to sell sambal because it is a popular side dish among Malaysians. After all, this instant sambal will undoubtedly make our lives much easier. Sambal DSMU by ReeSya is a dropship under the Sambal DSMU brand (or its extended name Delicious Sambal Mak Uda), which sells Mak Uda's own homemade sambal in a variety of flavours.

This sambal is suitable for people of all ages, young and old, male and female. People who love to eat sambal and also people who have a busy daily schedule are our primary target market. We make every effort to be the greatest instant sambal supplier possible by ensuring that our sambal is sold at a fair price while retaining high quality. We understand that not everyone in Malaysia can eat spicy food, so we offer a unique sambal called Sambal Penyet for those who don't enjoy spicy food. Overall, there are eight kinds of flavours that can be found through Sambal DSMU by ReeSya.

We choose to grow the company solely through Facebook page, as we believe we can reach a larger audience through it. Facebook is one of the most popular social media sites and may also be suitable for sellers to sell their products. This platform may assist sellers in better communicating with their consumers as well as interacting with prospects through soft sales, hard sales, and teasers. We created a marketing campaign using this platform by delivering ten teasers, 20 posts for soft sales, and 20 posts for hard sales. We ensure that every caption on the post is met by AIDCA and TISCTA elements. We also tried to develop our own designs using tools like Canva. We also provide a schedule to ensure that the posting goes off without a hitch.

1.0 INTRODUCTION OF BUSINESS

1.1 Name and address of business

Name of business	Sambal DSMU by ReeSya
Address of business	Glenmarie, Shah Alam
Email address	sambaldsmubyreesya@gmail.com
Telephone number	-
Type of business	Partnership
Main activities	Selling instant sambal
Date of commencement	1 December 2021

Table 1.1 shows a brief background for the business

The name of our product is Sambal DSMU by ReeSya and the address at Glenmarie, Shah Alam. Shah Alam is a hotspot for working people and also students. It is the strategic place to build a warehouse for keeping stocks as a headquarters.

DSMU means “delicious sambal Mak Uda”. The names are selected from the real owner of the Sambal DSMU which is Mak Uda who is the person who created the sambal recipes. Her real name is Ezlinda Ismail. ReeSya is a combined name by Nik Shaheera Azfareeda binti Nik Shamlan and Shahirah Syasya Fitriah binti Mohd Sharif.

1.2 Organizational chart

Sambal DSMU by ReeSya is a partnership business. The company was discovered by Nik Shaheera Azfareeda binti Nik Shamlan and Shahirah Syasya Fitriah binti Mohd Sharif. This company is managed and operated by both of us. Because this is a start-up company that is just getting started, the organization chart only has two people. We also include the founder Sambal DSMU in the organization chart.

