



اَوْبُوْ سَيِّدِيْ تَيْكُوْلُوْ كِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**DEPARTMENT OF BUILDING SURVEYING**

**FACULTY OF ARCHITECTURE, PLANNING, & SURVEYING**

**UNIVERSITI TEKNOLOGI MARA**

**PERAK, SERI ISKANDAR**

AAP1194F

FUNDAMENTAL ENTREPRENEURSHIP

ENT 300

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2018443498

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## **EXECUTIVE SUMMARY**

For this semester, students UiTM that take Entrepreneurship (ENT300) subject have to choose one product and sell them. The purpose for this report was to analyse and observe the credibility of the company on what kind of marketing strategy that they choose. One of the most famous tools that company used to attract and gain customers is through social media which is Facebook. This social media can attract them to purchase product from Keropok lekor panas meletop enterprise.

Keropok lekor panas meletop enterprise offers the best food products for customers. It is providing the various types, textures and prices are offered to customers that gives high satisfaction of customers. Keropok Lekor Origanu clients is customers identifying the entire community from young to old that can consume this product with affordable price of product. It is best for families.

In addition, this report also reported on how frequent the company promoting and advertise their product in the social media especially Facebook. This social media was chosen because many people nowadays has at least one social media which is Facebook. Keropok lekor panas meletop enterprise required to post varieties of strategies to advertise the product. In posting at the Facebook it includes teaser, hard sells and also soft sells. This is because social media is a good way for engaging and interacting customers. Keropok lekor panas meletop enterprise will communicate with the audience and can get feedback and review from them.

## 1.0 BUSINESS DESCRIPTIONS

### (a) Name of the company



Name of company : Keropok lekor panas meletop enterprise

### (b) Factors in selecting the proposed business

- The first factor is because I am from terengganu and I love to eat keropok  
And after that I think keropok can make the good income that why I choose  
this business.

## 2.0 OWNER DESCRIPTIONS



<b>Name of Owner/Partners</b>	Muhammad kamarul hisyam bin jusoh
<b>Identity Card Numbers</b>	000802110683
<b>Permanent Address</b>	707 felda jerangau, 21820 Ajil, Terengganu
<b>Correspondence Address</b>	707 felda jerangau, 21820 Ajil, Terengganu
<b>E- Mail</b>	Kamarul444@gmail.com
<b>Telephone Number/Fax Number</b>	014-9597602
<b>Date of Birth</b>	2/8/2000
<b>Marital Status</b>	single
<b>Academic Qualification</b>	<ul style="list-style-type: none"><li>• Diploma in building survey</li><li>• Sijil pelajaran Malaysia(SPM)</li></ul>
<b>Course Attended</b>	<ul style="list-style-type: none"><li>• Diploma in building survey</li></ul>
<b>Skills</b>	management
<b>Experiences</b>	-
<b>Present Occupation</b>	Keropok lekor panas meletop enterprise
<b>Previous Business Experience</b>	-