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UNIVERSITI
TEKNOLOGI
MARA



SAMBAL BILIS PUAKA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY OF PROGRAMME	HOTEL MANAGEMENT (HM240)
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EXECUTIVE SUMMARY

This business starts when a person carries food cooked from home as a supply for several days. She always shared her food with her housemates. On that day, she decides to sell her anchovy sambal because her friends are praising her anchovy sambal. Besides that, because this sambal is a simple food, there are many competitors that are competing in selling various types of sambal. She believes it's not an easy to sell her products but she believes every product has different recipes, so does her. So, she named her business as Sambal Bilis Puaka. Sambal Bilis Puaka serves the spiciness and pleasures for those who taste this food. The process of making this sambal is not too easy and not too difficult but the important is the sincerity and love when making this sambal.

Sambal Bilis Puaka's target market is university students especially. These products are actual product that will give benefits to my customers through quality assurance and saving their money. Thus, the market segmentation of this product comes from demographic and geographic. This business is method of selling is cash on delivery that covered the areas of Uitm Puncak Alam's colleges which are Rafflesia, Angsana, Casuarina and Dahlia. The business is based on sole proprietorship business. The business capital is amounted to RM10.00. For the facebook (FB) post there are 7 teasers, 10 hard sell and 10 soft sell.

Lastly, I hope that my business will expand more in the near future because of the demand of this sambal bilis is high and meet the customer demand. This will be advantage to market my product to be more profitable and stable in a long run. The core competences on which my business would be competing are the taste and quality of the sambal bilis itself.

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BORANG D (KAEDAH 13)



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Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**ZATIAZ ENTERPRISE
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