



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP

ENT530

SOCIAL MEDIA PORTFOLIO

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I am thankful to all of these people for helping and encouraging me throughout the process of completing this portfolio, I have no valuable words to express my thanks, but my heart is still full of favours received from every person.

EXECUTIVE SUMMARY

Sky S.oul is a new company that offered a very special, unique, affordable and healthy foods for all range of ages and for all kind of people. We make someone who loves seafood enjoy the taste of it in a simple way without stressed about how to find it and how much time they need to sacrifice to prepare for it. This company sells Yong Tau Foo with a various choices of items and they will be served with 3 choices of base. Emphasis is placed on high – favourable products driven by preference of individuals.

Sky S.oul competes in a highly fragmented and competitive market. It has carefully combined a variety of promotional strategies into a unique marketing mix to gain as many market share as possible. We mainly focused on social media users to promote its product especially Facebook. In the future, we plan to roll out and strengthen an e-commerce marketing campaign based on web content, search engine optimization that can sets Sky S.oul apart from it's competitors.

Our target markets are from all range of people's age and background. What is important in selling our product is the preference of individual in foods. We always try to improve our product to satisfy our customers from all aspects.

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INTRODUCTION

The name **Sky S.oul** comes from the word Sky that shows how high this business want to achieve their goals. The word S.oul can be read as Soul that has a deep meaning behind it. Since the founder is growing up in business environment, it is embedded in her Soul to pursue a career in business. The word **Sky S.oul** can be define that the company wants their customer to taste the food and achieve a high level of satisfaction as high as the Sky for our foods so that eventually our food's taste will be in their Soul forever. So basically, this business is called **Sky S.oul** because of how passionate the founder is to achieve her goals in business.

Sky Soul is located at No 9, Jalan Tasik Ara 7, Taman Pantai Sepang Putra, 43950 Sungai Pelek, Selangor. This business is officially started on 15th October 2019. For now, our Yong Tau Foo can be ordered limited in Sungai Pelek areas only.

The customers can get in touch with Sky S.oul through our Facebook page on https://www.facebook.com/skys.oulytf/?modal=admin_todo_tour to find all the information for our product, Yong Tau Foo. Since we are using Facebook to communicate with our customers, we make it convenient for them to order our products through Facebook and WhatsApp application. We also provide delivery service for them to receive their orders. It is convenient for them to not need to go out of their house to buy foods. By using this system, we can increase our sales from time to time.

Our vision is to be an industry leader and penetrate an international market by providing a world-class quality of foods for people to enjoy.

Our mission is to make seafood easy to be served and for people to live in healthy and simple life. It is because nowadays, people tend to not care about eating healthy foods. They are busy with their life to the extent they often skip their meal time.

Sky S.oul sells a various type of seafood and it is served with different basset. Our items are made mainly from seafood such as crab, lobster and fish. We have wontons that is made from fish, imitated crab made from a crab and lobster ball made from lobster and many more. Our items are compatible with 3 different bases that are sweet sauce, spicy sauce and soup. Our signature is sweet sauce that makes our food unique than our competitors.