



اَبُو سَيِّدِي تَيْكُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Seni Lukis
& Seni Reka

SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME: FACULTY OF ART & DESIGN - BACHELOR OF GRAPHIC DESIGN (HONS.)

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EXECUTIVE SUMMARY

Kueh Bangkek Asli is a traditional biscuit that is popular in Sabah made of coconut by the Bugis ethnic. With the growing of this business, it is hoped that this traditional biscuit can be marketed in a modern world we live in today. Made with love traditionally and literally from home in Keningau, Sabah, Kueh Bangkek Asli is ready to find a new target market group especially outside of Sabah. With the help of Facebook business page, we aim to have a great and positive impact to the sales of the product since most of the consumer are relying to online shopping nowadays.

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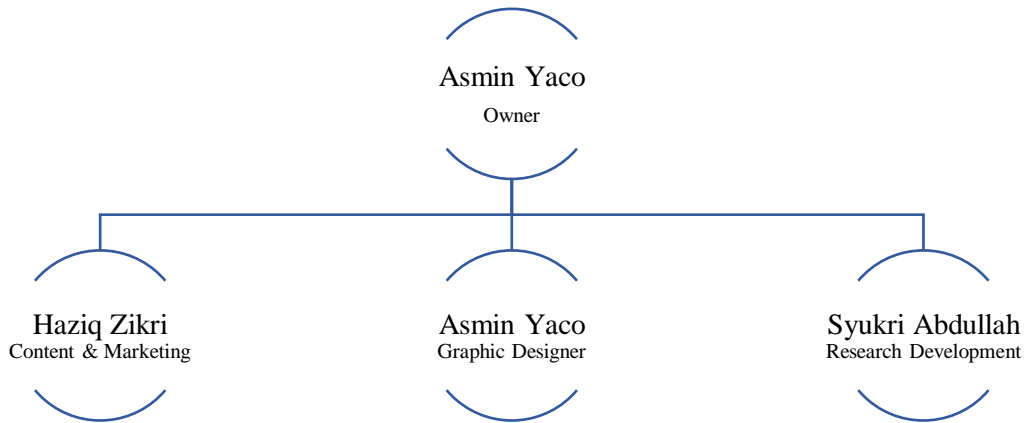
INTRODUCTION OF BUSINESS

Name and address of business

Name: Kueh Bangkek Asli

Address: Kampung Bulu Silou, P/S 717 89008, Keningau, Sabah

Organization Chart



Mission

To give a satisfying service and positive experience for the customers by being the most inspired food company thru our honest dealing with the customers.

Vision

To bring the highest quality, great customer care and respects to the customers and between the staffs.