



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ART AND DESIGN

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

ASSIGNMENT 2

SOCIAL MEDIA REPORT

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ACKNOWLEDGEMENT

Thank God for giving permission to complete my social media Report to successfully complete this survey. The report is a token of my appreciation to all parties involved in helping and provide useful knowledge.

First of all, I want to thank the product that I have chosen, which is Sambal Warisan Opah for giving me permission to choose and use their products over there. Not to forget my ENT530 lecturer, Madam Salzainna Binti Zainul Abidin who helped and guided me a lot.

In addition, I would like to take this opportunity to thank the management of the University Mara Technology Industry Training (UTiM) Puncak Alam, This report will be used to provide information and state experiences and knowledge that I have while obtaining all the necessary information. Not forgetting this award as well I convey to both my parents because throughout this course, they have gave me a lot of encouragement, advice and helped me succeed in this subject.

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1.0 INTRODUCTION OF BUSINESS

1.1 Introduction

"Sambal Warisan Opah" is an online-based entrepreneurship that sells homemade products based on instant sambal essence. I chose this brand and product because I want to promote this product better known by our society because it is a product that is easy to use and to further raise the name of this product because it is a bumiputera product.

In addition, the product released is the first product of this young entrepreneur. I am requesting permission from Mr. Mustaqim Ahmad Fuad to introduce this product again through social media such as the facebook website and account page which is sambalwarisanopah.

In addition, I have been given a lot of information from Mr. Mustaqim Ahmad Fuad such as in terms of prices, photos, videos and information for the product. Beside that, facebook with a page ('Sambal Warisan Opah with URL link created <https://www.facebook.com/Sambalwarisanopah-105706014827062>)

1.2 Mission

1. To be known among the best products comparable to existing products on the market.
2. To promote the product more closely to customers as well as raise the company name.
3. Provide the best service that exceeds customer expectations and also focus fully on the quality provided comparable to the price displayed.

1.3 Vision

To be more professionalism in business management and emphasize more on the quality of the product produced.

1.4 Product and Price



Packaging Sambal Hijau Warisan Opah



New Sambal for “Sambal Penyet Warisan Opah”



New Sambal for “Sambal Udang Kering Warisan Opah”

Previously, Sambal Warisan Opah only had one original taste, namely Sambal Hijau and has now grown by producing into two new sambal products, namely Sambal Penyet and Sambal Udang Kering. The price for each pack is reasonable at RM7.00 excluding postage. In addition, Sambal Warisan Opah products can also be obtained from small agents more quickly to customers. Therefore, cash on delivery is also used by Sambal Warisan Opah company to further facilitate customers who do not have online banking.