



PORTFOLIO

TITLE: PORTFOLIO OF GOLDEN SAMPERIT BUSINESS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF INFORMATION MANAGEMENT
(RECORDS MANAGEMENT, IM246)
SEMESTER : SEMESTER 3
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GROUP : IM2463ST4
LECTURER : SIR MUHAMMAD HAFIZI BIN ZAMRI

ACKNOWLEDGEMENT

Bismillahirrahmanirahim...

Alhamdulillah, I would like to thank Allah S.W.T, Almighty Lord of the universe. It is with HIS blessings that made it possible for me to finish this report. Peace be upon HIS Final Prophet and holy messenger, Muhammad S.A.W. for being the paragon of virtue to every single human in existence.

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EXECUTIVE SUMMARY

The Golden Samperit is a business that sells homemade cookies or “kuih” of the samperit variety. A year ago the business opened as one business venture in an e-commerce format which is a page in Facebook. Throughout its life the business boomed and got several likes and engagements from customers. This Facebook website has created a very helpful data on the engagement processes and who has seen out posts. These also includes single channel revenue and the business’s overall growth. Industry statistics show that sales of samperit and other cookies through the digital space are forecasted to increase during this pandemic. The business competes in a highly fragmented and competitive food market. The pandemic has created demands for deliveries of essentially anything that the customers wanted. Golden Samperit has carefully combined a variety of promotional strategies such as teasers, hard sell and soft sells into a unique marketing mix to gain as much market share as possible. This year it will roll out more e-commerce marketing strategies and campaign based on the idea of samperit in a jar.

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1.0 GO-ECOMMERCE REGISTRATION (PRINT SCREEN)

Go-eCommerce BEA

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PERSONAL PROFILE BUSINESS PROFILE



Haikal Aiman Bin Balhtiar

Personal Information Edit

Name	: Haikal Aiman Bin Balhtiar	Phone/Mobile	: 0109291088
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Email Address	: haikabilla@gmail.com	District	: Jitra
City	: Jitra	Postcode	: 6000
State	: Kedah	Personal Instagram	: null
Personal Facebook	:	Race	: Malay
Gender	: Male	Special Need Required	: No
Marital Status	: Single		

Institution Information Add New

UITM Puncak Perdana - IM2463ST4

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UITM Puncak Perdana
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	: Puncak Perdana
District of Institution	: Petaling	Postcode	: 40150
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: IM2463ST4	Class Name	: IM - FACULTY OF INFORMATION MANAGEMENT
Subject Name	: ENT530	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 10	Lecturer Name	: muhammad hafzi zamri
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	: 1
Related To Study Field	: Yes		

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eCertificates


Personal Profile

Go-eCommerce BEA

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Have you updated your sales today? Update your sales regularly to collect more points!

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Haikal Aiman Bin Balhtiar

Company Name	: Golden Samperit	Company Registration No.	:
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner
Facebook Page	: https://www.facebook.com/GoldenSamperit	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages
Wechat for Business	:	Business Instagram Page	:
Marketplace	:	Business Website	:
Business Related to Your Study Field	: No	Type Of Website	:
		Experience in International Export	: No

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Business Profile