



[POPIA AHH MANTAP]

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SOSIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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SEMESTER : Part 5
NAME : NORMAN A/L KAM AH HWA
GROUP : AD2445B
LECTURER : MUHAMMAD HAFIZI BIN ZAMRI

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In the name of Allah, the Most Gracious and the Most Merciful.

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EXECUTIVE SUMMARY

POPIA AHH MANTAP is established to promote and sell variety of Popia that came freshly from our recipe which is mainly targeted to households and various types of people. Our POPIA AHH MANTAP are different from others as we serve unique recipes as our attention is to introduce more variety of Popia to our generation. As we know, nowadays Popia are not quite popular among teenagers but through unheralded users we believe POPIA AHH MANTAP will slowly and surely have its own potential to gain trust, market share, and give savoury that will create long-term bonding within family and friends. Furthermore, we are confident our POPIA AHH MANTAP can last long in market share due to Malaysian popular recipes which are 'kebab, bergedill' and others. Our delicious Popia will attract various types of people and tourists due to our simple handmade recipe and easy to prepare that will surely save time and energy. For instance, for workaholic people they can save their time by eating our instant Popia that are easy to cook and provide delicious flavor.

We believe our POPIA AHH MANTAP can compete with other competitors because we have our own credibility to produce our own Popia that will attract people by using our own recipe. Lastly, we always ensure that our Popia is always in demand and is produced efficiently and effectively.

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1. Go-Ecommerce registration

