



اَوْنِيُوْزِ سِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ بِاَمَارَا
UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA, MALAYSIA
FACULTY OF INFORMATION MANAGEMENT
PUNCAK PERDANA**

**BACHELOR OF INFORMATION SCIENCE (Hons.)
LIBRARY MANAGEMENT**

**ENT 530: PRINCIPLES OF ENTREPRENEURSHIP
SOCIAL MEDIA PORTFOLIO: SAMBAL MEE MEDESS**

PREPARED BY:

ZULHAFIZAN BINTI BOLHASSAN (2019423654)

GROUP:

IM2443A

PREPARED FOR:

MADAM NOR SARA NADIA MUHAMAD YUNUS

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EXECUTIVE SUMMARY

Sambal Mee Medess, was the great product from our company. The main objective is to make this product become the first snack that people will addicted too. This product also affordable because it price is very cheap.

Our business was started on October 2020 until February 2021. According to customer review this product gave a fantastic taste because the Sambal Mee Medess makes our customer remember the taste. This product is also likely by many due to the cheap and affordable price. Hence, this product provides a good insight for the continuation of sale to our customer.

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1.0 INTRODUCTION OF BUSINESS

1.1 Name and address of business

Sambal Mee Medess is business name that had decided based on our main product. This product was combination between “sambal” and “mee”. We are sell with cheapest price in town. Sambal Mee Medess is target all teenagers and above as instant product are suitable for the individual that like spiciness.



Figure 1.1: Sambal Mee Medess

Name of Business	Sambal Mee Medess
Business Address	Lot 2202 Kampung Rampangi Jalan Sultan Tengah 93050 Kuching Sarawak.
Corresponding Address	zulhafizan_bolhassan@yahoo.com
Telephone number	0178011415
Facebook Page	https://www.facebook.com/sambalmeemedess/

Table 1.1: Sambal Mee Medess Business Information