FACULTY OF BUSINESS MANAGEMENT

BACHELOR IN OFFICE SYSTEM (BA232)

Course:

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

Assignment:

SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

Yummy, sweet, crunchy, once felt definitely delirious is a trademark for our Sambal Goreng Ibu. The main objective that is to achieve for the business is to offer various of customers from all states and provide quality services to ensure customer satisfaction is accomplished. We also want to offer customers with affordable price and serve a rich taste of Javanese tradition. We also want to provide customers with the best service and provide prices that match the quality of the product itself. In addition, we also provide discounts that will make customers happy during the festival and more.

Our businesses were started early October this year. Based on our customers feedback, our product gave a fantastic taste because of the sweet, crunchy and delicious spicy taste of Sambal Goreng Ibu make our customer remembered the taste. This product is also liked and very suitable for all ages to taste. Hence, this product is the best food if there is no other side dish, it can be eaten with nasi lemak, fried noodles and other traditional or western foods. It is also very tasty products that cater to Asian tastes. It can also be stored for a long time because the way it is made and the quality of the ingredients used are very high quality and premium. For example, anchovies are supplied from Sabah Muslim entrepreneurs and the tempeh used has halal Jakim.

Since early of its opening, Sambal Goreng Ibu were sold more than 100 bottles to our customers from all state at our Facebook page. Therefore, as the business continues to grow, Sambal Goreng Ibu is a good marketable product of choice that can be extended further to many different areas and states across Malaysia.

Nowadays, everyone uses technology to get what they want. So, it is very easy for customers who are at home as well as wherever they are to buy Sambal Goreng Ibu with online order only. With this platform, we can approach and connect with customers more easily and quickly. From there they can get various customers from all states without walk-in in the store while product delivery will be done every day so that customers will get their purchase quickly.

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Go-Ecommerce registration