



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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BACHELOR SCIENCE IN TOURISM MANAGEMENT (HONS)
UITM PUNCAK ALAM

SOCIAL MEDIA PORTFOLIO
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



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EXECUTIVE SUMMARY

Saudagar Kunyah is a small partnership business focus on food especially on chips type of snack or product. There is various type of chips offered especially for people who love to eat chips as snack during work or their free time. This kind of snack is also suitable to be eaten with family members and friend, during variety of event, reunion, etc. Our business also offered chips for an affordable price so that people can enjoy our variety kind of chips. Our product is suitable for people with any kind of age and it is also affordable for people with any kind of income.

Saudagar Kunyah focus on the quality and the affordability of the price of our products to attract potential customer. Maintaining the quality and the price of our product is important to maintain our relationship with the customer. Many people would be attracted when a good quality product is being sold in an affordable price because it benefits them a lot. Our business was first created by my business partner, Afham Bin Sukurdin and I was invited to join his business venture. We created the Facebook Page to expose our business product online and to gain customer especially people from Selangor.

Media social platform is important to promote and expand our business and to gain more potential customer. We would also like to expand our business around Malaysia in the future.

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2.0 Introduction Of Business

2.1 Name of Business

The idea of our business name, Saudagar Kunyah was origin from the word merchant in Malay which is saudagar and the word chew in Malay which is kunyah. We see our business as someone who sell food that people like to chew and that is how the idea of our business name came out.

2.2 Address Of Business

Our premise is located at 21, Jalan USJ2/2C, 47600 Subang Jaya, Selangor Darul Ehsan. The location is strategic for us because it is near the factory the produce the product for us to sell to the customer.

2.3 Organizational Chart

