



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



Faculty of Business and Management
UNIVERSITI TEKNOLOGI MARA

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO

SAMBAL HITAM TOKTHEVAINI

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Finally, an honourable mention goes to all friends for their understanding and support in completing this case study. Without their help, I would face many difficulties while doing this portfolio. Once again, thank you very much to all people that helped me to complete my portfolio. May Allah SWT bless each of you.

EXECUTIVE SUMMARY

Sambal Hitam Tokthevaini or locally known as Sambal Hitam Pahang is the traditional delicacies of Pahang. The product has gone through evolution in terms of packaging and delivery of product presentation. Previously we may get this product only on certain occasions back in the village. The use of method will tell the story how difficult the process of making the sambal and uniqueness of its ingredients is.

Sambal Hitam most likely came about when there is an abundance of Belimbing buluh. This recipe was created to utilize these fruits rather than have it put to waste. This sambal is specifically well known in a few regions in the state of Pahang, namely Temerloh, Jerantut, Raub & Kuala Lipis. The name is reflected by the colour of the Belimbing after being boiled for a length of time. This is a favourite sambal of mine due to its sourness, spiciness and the crunchiness of the anchovies.

I created a Facebook page to promote my business through social media which I have posted soft sell and hard sell promotion to let people know about my products. I also promote this Sambal Hitam Pahang in Whatsapp through personal messages and groups.

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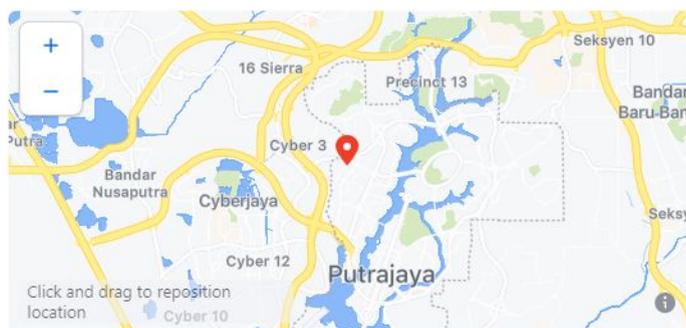
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2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS



The business was officially named *SAMBAL HITAM TOKTHEVAINI* and the main food product in this business is *sambal hitam*. I was one of the stockists under an agent by Anis Salwa binti Alauddin. I took the opportunity to generate side income by being a stockist. The combination of the chillies with other spices gives the tastiest ever. Hence, *SAMBAL HITAM* served the customers with a delivery service which covered Kuala Lumpur, Putrajaya and Selangor nearby areas. However, the delivery service charge was added based on the distance (Kilometre).



Name of Business	Sambal Hitam Tokthevaini
Business Address	5A-T05-U04, Jalan P9B, Presint 9 62250, W.P Putrajaya.
Email	rosmlxindx@gmail.com
Phone Number	019-5440321
Form of Business	Sole Proprietorship
Main Activities	Retail Sale of Food Product Line