



اَوْنُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
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**ENT530**

**INDIVIDUAL ASSIGNMENT  
SOCIAL MEDIA REPORT**

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## **EXECUTIVE SUMMARY**

Popia By Siblings is a partnership business that are owned by two siblings named Miss Farhanah and Miss Farisah. They sell two main foods which are Popia Carbonara and Garlic Cheese Bun. Their aim is to offer food with cheap price but also made in high quality ingredients. Other than that, they also strive to provide fast service in the aspects of delivery and customer service.

They started their business on 20<sup>th</sup> of June 2020. According to the customers' feedback, they love Popia Carbonara from Popia By Siblings because it has a lot of carbonara sauce and the Popiah Skin is really crispy. Not only that, it is also sold in cheap price.

Popia By Siblings are expanding their business through online platforms such as Facebook and Instagram. Their goal is to reach more customers and increase brand awareness.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 NAME AND ADDRESS OF BUSINESS



The name of the business is called Popia By Siblings which is created on 20<sup>th</sup> of June 2020. The name is created based on its main product which is Popia Carbonara. Popia By Siblings is a partnership business owned by two siblings named Miss Farhanah and Miss Farisah. Popia By Siblings aims to sell the cheapest Popia Carbonara in town. It also sells other foods such as the recent one which is Garlic Cheese Bun. The target markets are among students and family as they are located in nearby Shah Alam residents and universities.

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