



اَوْنُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْمِيْ مَارَا
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ENT530
PRINCIPAL OF ENTERPRENUERSHIP



SOCIAL MEDIA PORTFOLIO: SATAY HARMONIS

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EXECUTIVE SUMMARY

Harmonis are the trademark for Satay Harmonis. The most objective that's to attain for the business is to supply various type of satay to our customer with affordable price and splendid taste of authentic Malaysia. Our business was started on 8August 2020. consistent with the customer review, our satay gave an incredible taste because the tangy of the Satay make our customer remembered the taste.

Satay Harmonis are additionally liked by many customer because low budget and affordable price. Hence, this satay provides an honest insight for the continuation of sale to our customers. Since early of its opening, Satay Harmonis was sold over 1000pcs only in a couple day.

Increasing demands for Satay Harmonis results into a decent profitable sale revenue to my business project. Therefore, Satay Harmonis could be a good marketable product of choice that may be further expanded to several different areas because the business keeps on growing.

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2.0 INTRODUCTION TO BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS



The name of Satay Harmonis comes from the Harmonis apartment. This name was taken for the purpose of being a signature to this apartment. On the logo can be seen on the side, it shows the image of stars that was shown a pride and the pattern that indicate it is a culture. Most local community here is majority of the Malays.

Satay Harmonis located located at Apartments Sri Harmonies, Kg Tengah, 53100 Kuala Lumpur, Selangor.

Because I live and have many contacts here, so I decided to start my business here. After all the place is quite strategic because it is close to the roadside and located in front of the Sri Harrmonis Apartment.

