



اَوْنِبُوْرَسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
FINANCE**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

PREPARED BY:

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Lastly, I would like to thank my classmates because everyone was willingly to help each other throughout this assignment. Gladly we have very supportive classmates as we always have each other back.

EXECUTIVE SUMMARY

The Company and Management

Sunny's Spaghetti is headquartered in my own house in Rantau, Negeri Sembilan. The company is owned by me, Nurul Adzrin binti Abdullah Sani and also a few key partners such as my mother, my siblings and my suppliers. Our company is a new so we need to gain more experience in business. We are still in the process of realizing what aspects that we should do to improve to fulfil our future needs.

The management of Sunny's Spaghetti consists of co-owners which is my mother, Puan Fadillah binti Haji Khalid and my siblings which are Nurul Ain, Nurul Aqmar and Noramin. All of them are taking care of management roles in the company. In addition, we have assembled a board of advisors to provide management expertise which are Puan Fadillah binti Haji Khalid (my mother) and Encik Abdullah Sani bin Hassan (my father). This is because my mother already has experienced in doing business.

Our Suppliers

To make sure that we have enough ingredients all the time, we are involved with these few suppliers such as:

- a) NSK
- b) GIANT
- c) 99 SPEEDMART

Our Customer Segments

Our target customers are around our place which are various age. We are targeting people who loves spaghetti especially carbonara spaghetti lovers. We also alter the taste to fulfil our Malaysian tongue.

Start-up Financing Requirements

We used RM50 for our starting capital. As we receive revenue and profit, we rotate the money back as we need to reach the consistency in increasing our revenue and profit.

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INTRODUCTION OF BUSINESS



NAME AND ADDRESS OF BUSINESS

The name “Sunny’s” in Sunny’s Spaghetti was taken from my father’s name which is Abdullah Sani. We took “sunny” as it sounds the same as my father’s name and sunny brings the feel of cheerful. The “spaghetti” was because our main product is spaghetti.

Our business address located at:

Sunny’s Spaghetti,

Lot 2545, Lorong Budi 2,

Kampung Segu Hulu,

71200 Rantau,

Negeri Sembilan.