



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO REPORT

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Executive Summary

The name of this company is RB's Burgers, where its initials from the owners' name (the student, me, who is currently doing this course); Rokian Bretson's Burgers. The business specialize is making homemade burgers with cooking techniques and recipes derived from the west and a mix of Malaysian and different Asian cooking style. Hence, the main purpose of this company is to give a lifetime experience of what good homemade burgers taste like to the locals as most of them never taste burgers before. RB's Burgers are for all customers of different ages to enjoy.

Moreover, RB's Burgers doesn't serve burgers only but other delicacies as well. This company has set affordable prices for our profit achievement and for the convenience for our customers. Additionally, discounts will also be available for three days duration after the opening and during the special occasions. The company's business matters are handled by the founder and manager, Rokian Breston Pajos. This company's future goal is to hire and trained more employees with an addition of renting our own building as a restaurant. However, due to lack of budget, the pandemic and short on staff, RB's Burgers has provide a delivery service for customers with additional but decent charge. Consequently, RB's Burgers is focusing its interest to the locals of Kota Marudu, Sabah and gradually in a many years to come along with the improvements, RB's Burgers will be available for all Malaysian states.

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2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

The name of this business is RB's Burgers with the initials "RB" stands for Rokian Bretson, the name of the founder and manager. This name was suggested by the founder himself since lack of ideas to name his own company. However, with the word "Burgers" added, this company aims to serve the best homemade burgers available to the locals. The address of this business is located at Kampung Wanie, Kota Marudu, 89108, Sabah, Malaysia.