



FACULTY OF BUSINESS AND MANAGEMENT
DEGREE IN ISLAMIC BANKING (BA249)
BA2493D

**ENT 530 – PRINCIPLES OF ENTREPRENEURSHIP
INDIVIDUAL ASSIGNMENT**

SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

Macam-Macam is a trademark for my Peace Food Store. The main objective that is to achieve for the business is to offer variety of snacks from Peace Food Store to my customer with affordable price and luxurious taste of snacks. The products by Peace Food Store consist of two types of snacks. The main product is popcorn that has two flavors which is Caramel and Dark Chocolate. The second product is crispy cheese chips or well known as Crunchiz that made from spring roll wrappers coated with the cheese.

My business was started on 23rd October 2020. According to the customer review, my product gave a fantastic taste because the crunchiness of the snacks makes my customer remembered the taste and always repeating to buy it again. This product is also liked by many due to the cheap and affordable price equivalent to the quantity offered. Hence, this product provides a good insight for the continuation of sale to my customers.

Since early of its opening, Popcorn Macam-Macam by Peace Food Store was sold more than 200 jars for with different flavor which is Caramel and Dark Chocolate. Increasing demands for my product results into a good profitable sales revenue to my business project. Therefore, popcorn and Crunchiz by Peace Food Store is a good marketable product of choice that can be further expanded to many different areas as the business keeps on growing.

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INTRODUCTION OF BUSINESS

i. NAME AND ADDRESS OF BUSINESS

The business name is Popcorn Macam-Macam by Peace Food Store. This business is located in Rawang, Selangor. The address of the business is No 25 Jalan 7/10 Bandar Tasik Puteri, 48000 Rawang, Selangor.

ii. ORGANIZATIONAL CHART



FATINI AIDA (MYSELF)
STOKIST

