



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

RET 647

ENTREPRENEURSHIP OF RETAILING

GROUP ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

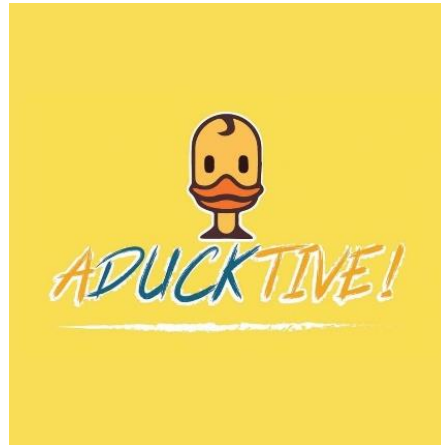
GROUP: BA245 5A

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INTRODUCTION

NAME AND ADDRESS OF BUSINESS

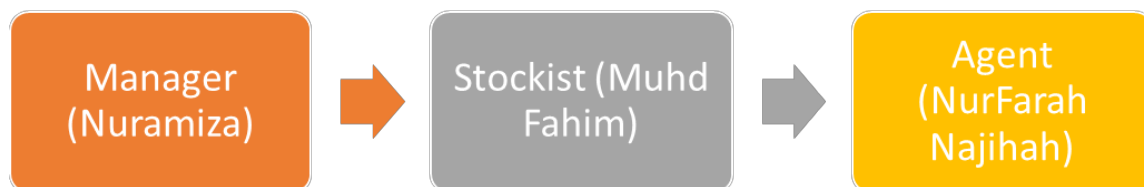


Name of Company	Aductive Spicy Salted Egg Cornflakes
Nature of Business	Sole Proprietorship
Industry Profile	Wholesaler Bakery
Location of the business	Headquater Aductive Salted Egg Cornflakes Sungai Buloh , Selangor.
Year of Operating	2019
Main Objective of Business	To provide healthy snacks and become number one favourite of people of salted egg cornflakes that so addictive. To provide quality product for customers.
Future Prospect of the Business	Hire more stockist and cover all areas in Malaysia. Expand the business to global market. Become successful small business company.

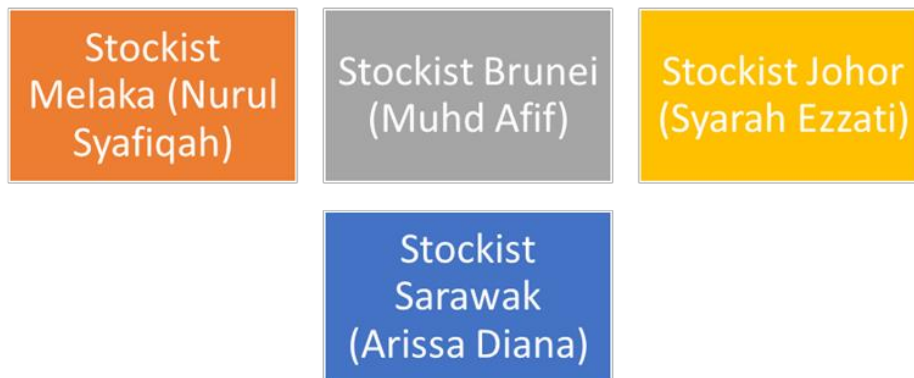
The name of business is Aductive Spicy Salted Egg Cornflakes. The headquater is located at Sungai Buloh, Selangor. The manager name is Ms. Nuramiza. The business has been operating one year above. I am of agent of this company, which below Ms Nurul Syafiqah who take over for area Malacca.

ORGANIZATIONAL CHART

Aduktive Spicy Salted Egg Cornflakes is a sole proprietorship business form. This business company is still new because it started operated since 2019 and conducting only a small business. Although, since 2019, the company successfully hire many stockiest that cover several areas in Malaysia, such as Melaka, Selangor, Kedah, Negeri Sembilan, Kelantan, Pahang, Johor, dan Sarawak. The business company also successfully reach our country's neighbors such as Singapore and Brunei. In the organizational chart below, I wil show stockist and agent that cover area Selangor only.



Additional information: Several stockist who cover several areas (Melaka, Brunei, Johor, Sarawak)



MISSION AND VISION

Mission

The company mission is to provide its consumer with premium quality products that guarantees customer satisfaction

Vision

- 1) To develop a business organization that can compete with existing or domestic competitors
- 2) To create more employment opportunities for local communities

DESCRIPTION OF PRODUCTS

- Type of products



Spicy Salted Egg Cornflakes

- The ingredients



Aduktive Spicy Salted Egg Cornflakes actively sell their products through social marketplaces such as Instagram, Facebook, Twitter, and WhatsApp. They were also continuously working on the sale of two main product products, starting from Aduktive Spicy Salted Egg Cornflakes and then Mini Popia Rangup Udang Kering. They come with two sizes. The two sizes of Aduktive Spicy Salted Egg Cornflakes are 220gm and 400gm. But, we only sell one size only that is 220gm. The uniqueness of Aduktive Spicy Salted Egg Cornflakes is the snack that is based on the new crispy cornflakes on the Malaysian market, Nestle Cornflakes. In addition, exclusive flavors blended with natural ingredients are included. The snack is also nutritious and homemade without MSG ingredients and 100% made by Bumiputera Islam (halal product).