



اَبُو سَيِّدِي تَكُونُ لِي مَارَا
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MARA

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BACHELOR OF INFORMATION SCIENCE (HONS.)
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(ENT530) PRINCIPLES OF INTREPRENEURSHIP

**INDIVIDUAL ASSIGNMENT (2)
SOCIAL MEDIA PORTFOLIO**

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EXECUTIVE SUMMARY

What is Sambal Bilis KBoom? It is the name of a company that sells various types of Sambal Bilis. It consists of 4 types of flavours, Sambal Bilis Hitam, Sambal Bilis Garing, Sambal Hijau Petai Bilis and Sambal Bilis Terung Pipit. The variety of flavouring options can definitely attract everyone's interest and taste. Especially with the tastes of Asians.

Our business provides affordable services for our valued customers. Our target customer is for the low and high income group. This is because Sambal Bilis KBoom has an affordable price. That is only RM15 per jar. Sambal Bilis KBoom target customer is also for housewives, individuals who like to travel and students. This is because Sambal Bilis Kboom has a ready to eat concept. Sambal Bilis KBoom very easy, tasty and cheap.

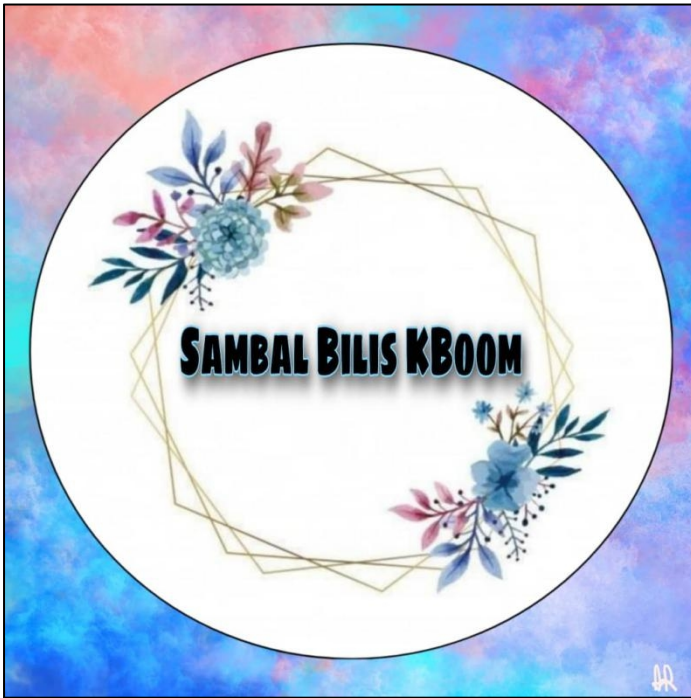
The marketing strategy that is used by Sambal Bilis KBoom is the varieties of flavours that is provided from 4 flavours. We are also have 2 option of Sambal Bilis KBoom, that is Original and Extra spicy. This shows that Sambal Bilis KBoom is perfect for everyone, children, adults and the elderly. This strategy will attract customer's attention as value the customer's wants and need.

At the moment, Sambal Bilis KBoom only owned and work by Nurul Syamimi Binti Samuri. Our Business also use Facebook page as a platform for us to attract online customers, gain more awareness and generate more sales at once. We will promote Sambal Bilis KBoom by doing teaser, soft sell and hard sell as our sele postings on Facebook to promote our services.

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1.0 INTRODUCTION OF BUSINESS



1.1 The name of Sambal Bilis KBoom as the combination of Sambal and Boom. It shows when one tastes the taste of Sambal Bilis KBoom will definitely not forget it. Next from its unique name, it is easy for customers to remember and find Sambal Bilis KBoom everywhere. Using a part name of Sambal is very indicative of Asian tastes especially Malaysian and traditional food. It make authentic and human identities.

1.2 The Sambal Bilis KBoom is located at Parit 4/6L, 36600 Chenderong Balai, Teluk Intan Perak. This business is run at home, Chenderong Balai Village. It is located next to Surau Parit 4 / 6L Chenderong Balai. Because Sambal Bilis KBoom is a traditional recipe and the way it is prepared is homemade, my house is the processing place of Sambal Bilis KBoom.

