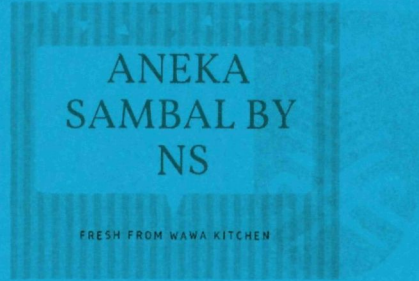




اوتنو سيني تيكنولوغي مارا
UNIVERSITI
TEKNOLOGI
MARA



ANEKA SAMBAL BY NS

BBA (HONS) HUMAN RESOURCE MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

FB NAME: ANEKA SAMBAL BY NS

NAME : NURUL SHUHADA BINTI NOORZAMBRE

GROUP CLASS : NBH 6B

LECTURER'S NAME : MADAM ZANARIAH BINTI ZAINAL ABIDIN

8/10
B&W

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Acknowledgment

In preparation for my individual assignment, I had to take the help and guidance of some respected persons, who deserve my deepest gratitude. As the completion of this assignment gave me much pleasure, I would like to show my gratitude to Madam Zanariah Binti Zainal Abidin, for giving me a good guideline for this assignment throughout numerous consultations. I'm are really grateful because can complete this individual assignment and also like to thanks to all family, friends, and customer to support me to complete this entrepreneurship assignment.

Executive summary

Aneka Sambal By NS is a start-up business established since March 2019, located at Seksyen 32, Shah Alam. This business is selling a few types of sambal and made by Sambal Wawa Kitchen. The business method is using an online business on a Facebook page.

In my business, I offering the affordable price to customer to buy and easy to take and eat. The packaging of "Sambal Wawa Kitchen" is easy to bring on any situation such as at the workplace, picnic with family and so on, this is because the packaging used a glass bottle.

Currently, there are many people run the business through online business because of it more effective and can attract customer to buy online and easier to communicate with the customer to order. Most people are more comfortable to communicate online and make the order. So I'm trying this business in Facebook page and after a few weeks get to improve and recommend by customer.

1. Introduction of business

1.1 Name and address of business



- ANEKA SAMBAL BY NS
- Location is at Seksyen 32, 40460 Shah Alam, Selangor.

1.2 Organizational chart : Sole Proprietorship

(Owner run by Sharifah Salwa Binti Syed Abdu Rahman)

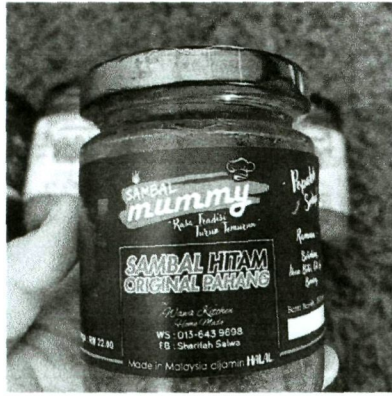
Dropship by Nurul Shuhada Binti Noorzambre

1.3 Mission/Vision

- Mission : Attract a customer to buying products without any doubtful.
- Vision : Offering tasty “Sambal” according to the customer demands at affordable price.

1.4 Descriptions of products

Aneka Sambal by NS is well known for their delicious homemade Sambal from Wawa Kitchen. The main product from Aneka Sambal By NS are Sambal Hitam Pahang and Sambal Bilis Tempoyak Petai. This Sambal was made by Wawa Kitchen. The ingredient used for this sambal is chili, starfruit, anchovies, durian for tempoyak, petai and secret formula. This sambal is easy to use because it is ready to eat and delicious. It is suitable for housewife, student, working people and others who did not have enough time to cook. The packaging also easy to bring to travel and safety because it is in a glass bottle with weight 200gram only. This sambal product can eat with rice, bread or biscuit depend on the people style and taste to eat it.



Sambal Hitam Pahang



Sambal Bilis Tempoyak Petai

1.5 Price List

| Unit | Type of Sambal | RM |
|---------|-----------------------------|------------|
| 1 | Sambal Hitam Pahang | RM 22/unit |
| 1 | Sambal Bilis Tempoyak Petai | RM 22/unit |
| Postage | | RM 8 |
| Cod | | RM 3 |