



اَوْنَبُوْرَسِيْتِي تِي كُونُوْ لُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

Bachelor of Business Administration (HONS)

BM243

PRINCIPLES OF ENTREPRENEURSHIP

ENT530

SOCIAL MEDIA PORTFOLIO

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 UNIVERSITY : UiTM SHAH ALAM
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Attache to 5
references

Nasi Lemak Ibunda

Acknowledgement

I am Nurzawani Bt Mohd Ismawi student of Faculty Of Business Management, Bachelor of Business Administration (HONS). First of all, I am grateful that God has facilitated in preparing this case study. Thank you very much to my family for helping me to complete this case study. I am also grateful to my mother who helped and gave tutoring to produce delicious 'NasiLlemak'.

Next, I thank to my youngest brother Mohamad Adli, who assisted in this business operation and went on her facebook to promote 'Nasi Lemak Ibunda'. In addition, he also assisted in the process of delivery to the students at Polytecnic Sultan Salahuddin Abdul Aziz Shah, Shah Alam. I am grateful to students in polytechnic which always make a order.

Nasi Lemak Ibunda

1.0 Introduction of business



1.1 Name and address of business

Name of Business : Nasi Lemak Ibunda

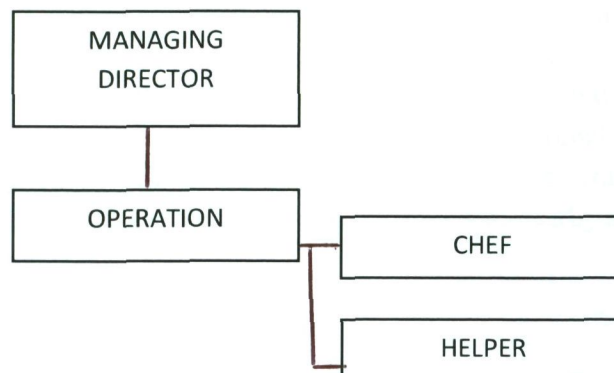
Address : No.16, Jalan Damar, Kampung Pendamar Fasa 2,
41200 Klang, Selangor.

Operation Address : Politeknik Sultan Salahuddin Abdul Aziz Shah, Shah
Alam

Phone Number : 014-3608957

Product : Nasi Lemak and Cheesekut

1.2 Organizational chart



Nasi Lemak Ibunda

1.3 Mission / vision

Mission

Our Mission is to serve the best 'Nasi Lemak' better than anyone else

Vision

- Improves the taste of 'Nasi Lemak'
- Promote the traditional food

1.4 Descriptions of products / services

Nasi Lemak (Main Product)

Nasi lemak is a Malay fragrant rice dish cooked in coconut milk and pandan leaf. It is commonly found in Malaysia, where it is considered the national dish it is also popular in neighbouring areas such as Singapore, Brunei, and Southern Thailand. In Indonesia it can be found in several parts of Sumatra; especially Malay realm of Riau, Riau Islands and Medan. Nasi lemak can also be found in the Bangsamoro region of Mindanao prepared by Filipino Moro. It is considered one of the most famous dishes for a Malay-style breakfast. It is not to be confused with nasi dagang, sold in the Malaysian east coast states of Terengganu and Kelantan, although both dishes are often served for breakfast. However, because nasi lemak can be served in a variety of ways, it is often eaten throughout the day.

In Malaysia and Singapore, nasi lemak comes in many variations as they are prepared by different chefs from different cultures. The original nasi lemak in Malaysia is arguably a typical Southern and Central Peninsular Malaysia breakfast, and is considered of Malay origin. However, due to the popularity of the dish, it is regarded as a national dish.

This traditional favourite offers sambal, ikan bilis (anchovies), peanuts and boiled egg. This is the most traditional version. Nasi lemak stalls can be found serving them with fried egg, sambal kerang (cockles) - a local favourite, sambal squids, sambal fish, chicken or chicken/beef rendang, squid fritters or even fried chicken or fish. It can be consumed for breakfast, brunch, lunch, tea, dinner and even supper. (In Malaysia this meal is usually consumed during morning, nasi lemak hawkers can be seen anywhere nearby schools, offices etc..)

Nasi Lemak Ibunda

The special part about it is the rice. The rice can be cooked with fresh coconut water, and then the cooked rice will be wrapped with pandan leaf (screw pine) to serve. So it smells naturally fragrant when eaten. This traditional serving style has been inherited for many generations - from a little stall at road side to commercials, it seems like a simple way fulfill the crave towards this traditional food in cities.

'Cheesekut' (Dessert)

"Cheesekut" is a type of dessert. It's recently introduced by the Malaysian Community. It is a menu renewal from cheese cake. But the process to make a 'cheesekut' is more easy then cheese cake. 'Cheesekut' is combination from words Cheese and 'Biskut'. Cheese is a food consisting of the coagulated, compressed, and usually ripened curd of milk separated from the whey. Cheesecake is a dessert consisting of a creamy filling usually containing cheese baked in a pastry or pressed-crumbs shell.

1.5 Price list

Nasi Lemak	: RM 5.50
Cheesekut	: RM 5.50