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UNIVERSITI
TEKNOLOGI
MARA

Individual Assignment

Faculty & Programme: Principles of Entrepreneurship (ENT530)

Group: NBH6B

Project Title: Social Media Portfolio & written Report on Social Media

❖ Suraya's Traditional Rempeyek

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Thank You.

Executive Summary

Today's Malaysian food industry has been a very popular market and high demand for the past many years. My current business plan is to be the one manufacturing and production of rempeyek. Nowadays, everyone can make rempeyek but does it taste good? crispy?

Thus, my mission is to continue our special secret recipes from our grandmother. Suraya's Traditional Rempeyek is a new company that operated in Ipoh, Perak. We started our business since 2000 only for our friends and families. At that time, the production of our rempek just as much as 10-15 jars a month. After we are getting positive feedback from them, we are started to sell in open market around 15-30 jars a moths depends on festive season. Until today, we have expanded our business by putting our rempeyek at petrol stations (around Ipoh) and dropship.

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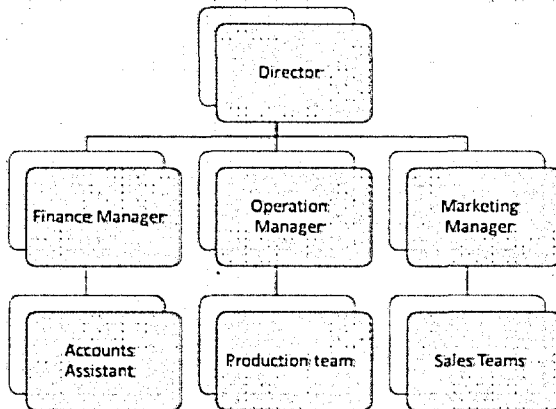
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1. Introduction of Business

i. Name and address of business

Suraya's Traditional Rempeyek Sdn. Bhd.
1343, Lorong Meru Perdana 2
Taman Meru, 30010 Ipoh, Perak.

ii. Organization chart



iii. Mission and vision

Our mission

To become the largest rempeyek producer in the world

Our vision

To preserve traditional food from time to time

iv. Descriptions of products /services

The Suraya's Traditional Rempeyek is our special secret recipes from our grandmother. It is tasty crispy traditional snacks ever.

v. Price list

RM15 per jar

Add RM8 for any courier

3. Conclusion

I feel that our business will be successful and will be able to meet the taste of our customer and give them a 100% satisfied product. Making the name of my business in the country is our target. I will put my best to make this business a successful one. Our business is not so big, I am very much hopeful that I will be successful one and become nombor 1 manufacturing and production of rempeyek.