



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

FACULTY OF ACCOUNTANCY

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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EXECUTIVE SUMMARY

Premium Vietnamese Roll is a new online business which is selling homemade vietnam spring rolls as its primary products. The main objective for the business is to offer a good healthy food with a variety of texture and flavours with reasonable and affordable price with the combination of spicy sauce. We started our online business on 19 APRIL 2021 using a social media platform. Premium Vietnamese Roll's main target market will be all ages and ages. Besides that, we also provide vietnam spring rolls to event management. We also target the public and students who are busy as we have our product delivery service anywhere and we use the concept of cash on delivery and online banking. The delivery charge is calculated based on the area they live in.

The platform that we used for marketing and selling our products was Facebook and Whatsapp. It is a vital platform for the interaction of sellers and buyers, and it is primarily used by entrepreneurs. Premium Vietnamese Roll employs both hard and soft selling services to encourage customers to connect with sellers via the Premium Vietnamese Roll Facebook page. Finally, all of the information about our products is clearly provided in our posting so that customers can gather enough information about our vietnam spring roll before purchasing them.

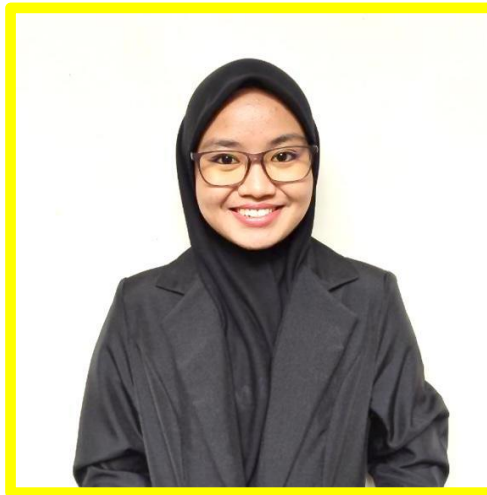
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INTRODUCTION TO BUSINESS

NAME OF PRODUCT	Premium Vietnamese Roll
ADDRESS	Villaria Condominium, 46150 Petaling Jaya, Selangor
CONTACT NUMBER	01173164179

ORGANIZATIONAL CHART



NURAYUNI BINTI ZAINI
(OWNER)

MISSION

Premium Vietnamese Roll mission is to introduce a flavourful healthy combo for lunch and dinner or can eat every time such as for HiTea. We expect to catch the interesting enjoyable moment who are seeking a healthy main course with an affordable price.

VISION

Premium Vietnamese Roll's vision is to become the customer's first choice and to always provide fresh and healthy snack food and strive for the global market to spread the best homemade vietnam spring roll.

DESCRIPTIONS OF THE PRODUCT



Premium Vietnamese Roll offers healthy ingredients to people who love the concept of spring rolls. It is because it can be stuffed with all good stuff, tasty and various flavours, such as Prawn Roll, Crab Stick, Chicken Grill, Roasted Beef and we also provide a Mix Box for customers that want to taste all our flavours. For the filling, we used “suhun”, cucumber, carrot, and salad to make these rolls healthier. The raw vegetables are high in Vitamin A and other micronutrients. These Premium Vietnamese Rolls are filled with healthy ingredients, such as shrimp that are rich in proteins, calcium and high in Omega-3s. Then a perfect combination to eat with the vietnamese roll is spicy sauce. The customer can choose the level of the spicy.