



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



CHEPPENIM REMPAN BBQ

SOCIAL MEDIA PORTFOLIO

FACULTY AND PROGRAMME: Faculty of Art and Design
Bachelor (Hons.) Graphic Design (AD241)

SEMESTER : 05

PROJECT TITLE : Social Media Portfolio - Report

NAME :

NO.	NAME	STUDENT ID	PROGRAMME	GROUP
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LECTURER: MADAM RAHAYU HASANORDIN

ACKNOWLEDGEMENT

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Lastly, thanks to everyone who supports me and giving encouragement to complete the Social Media Portfolio assignment effectively and moreover on time. They gave me many helpful comments which helped me a lot to prepare for this assignment.

EXECUTIVE SUMMARY

The business that I choose for the Social Media Portfolio is the product from Cheppenim Rempah BBQ. My online businesses are commonly more focused on Food categories which is selling barbeque spice Korean Fried Chicken. Cheppenim Rempah BBQ is an online business run by Errissa Kystiena Binti Yahya. Addressed at 49 Jalan UP 3/2, Ukay Perdana, 68000 Ampang, Selangor. Cheppenim Rempah BBQ also provided self-pickup services and cash-on-delivery for the customer.

Cheppenim Rempah BBQ always offers the best for my customers. My target customer and market is the person who loves to try Korean Fried Chicken using our special spice by Cheppenim Rempah BBQ. We also provide our Cheppenim Rempah BBQ with easy carry transparent packaging to give my customer convenience while buying the spices Cheppenim Rempah BBQ. My product packaging also safe and can be recyclable to care for the environment.

In my business, I also focus on giving the real special spices taste of Cheppenim Rempah BBQ. I am always aware that customer satisfaction plays an important role in my business. In addition, I also provide the Cheppenim Rempah BBQ that made entirely with love and care for our customers.

Last but not least, I hope that Cheppenim Rempah BBQ online business that I am doing is acceptable to the public and will grow in the future that will comparable to other businesses. In this regard, I am very grateful because all of our customers are very satisfied with the products that I produced.

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1.INTRODUCTION OF BUSINESS

1.1 Name and Address of Business

Cheppenim Rempah BBQ is a business that selling special spices for everyone and my targeting customer is the person who loves to eat and cook Korean Fried Chicken. The uniqueness of Cheppenim Rempah BBQ is the customer can cook Korean Fried Chicken with easy instructions on the packaging. Cheppenim Rempah BBQ has a combination of premium ingredients that will make all of customers won't regret trying it with the real recipe from Korean Chef.



Name of the business product: CHEPPENIM REMPAH BBQ

Address: 49 Jalan UP 3/2, Ukay Perdana, 68000 Ampang, Selangor.