



**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE
MANAGEMENT**

SOCIAL MEDIA PORTFOLIO – 40%

DAGING HARIMAU MENANGIS HANYTHAIKITCHEN SA



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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EXECUTIVE SUMMARY

Daging Harimau Menangis Hanythaikitchen SA is a name of our product that we sell. The reason for this business to build is to offer the flavourful meat that comes with delicious homemade sauce that made with recipe from Thailand. The consumer gets to taste a high-quality meat at an affordable price which can be compared to the other retailers.

Our businesss began on Facebook on 21st April 2021, humbly beginning with one product to offer and will adding more from our business journey. The meat is one of the highest sales that we have at this moment. With the quality and price that meat with the customer demand, it shows that this business can go beyond than our expectations.

Since commencement, Daging Harimau Menangis Hanythaikitchen SA has made over than 100 sales and the numbers are expecting to grow until the end of year. The increased number of demands for the product will get us a good sale revenue. We would like include more our product in the end of year as it helps in increasing the revenue as well.

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2.0 INTRODUCTION OF BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Daging Harimau Menangis Hanythaikitchen SA is a business name that had been decided based on the main product and the name of the agent itself which is Siti Ayuni. The name of the business implies that all the products are prepared and sold by Hanythaikitchen but people can reach out to me if they want to buy the product. This product will never disappoint the consumer as it gave a unique experience to each person that try this product.

The logo used for the business is a picture of a tiger crying because it symbolized the name of the product which is Daging Harimau Menangis.



Figure 1.1: Logo for business