



اَبُو سَيِّدِي تَكْنُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT (FBM)
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PREPARED FOR:
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REPORT - SOCIAL MEDIA PORTFOLIO

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Above all, to the Great Almighty Allah SWT, the owner of all knowledge and wisdom, for His countless love. Alhamdulillah.

Thank you very much.

EXECUTIVE SUMMARY

Tauhu Begedil by Ibu is one of the business that involves in Food and Beverages (F&B) Industry. Tauhu Begedil by Ibu has been created on early of the year of 2018. This business has innovated tauhu to something that can be eaten during the day and night. The main product of this business is fried tauhu with a filled of begedil, which customer can choose either they prefer begedil filled with chicken or meat. Other than that, Tauhu Begedil by Ibu also sells two sets of tauhu begedil, which involve six (6) pieces and twelve (12) pieces of Tauhu Begedil.

As far as we concern, this kind of business is very popular among Malaysian, however tauhu begedil by Ibu has its own uniqueness which nobody cannot beat. The differential between Tauhu Begedil by Ibu and other competitors are, we serve customer with two types of filling that they prefer, secondly, we are selling them with reasonable prices, thirdly the size of each tauhu begedil by Ibu provided by this business is kind of large, and the most likeable and always get compliments by our customers is the sauce that mix taste of sweetness and spiciness.

The location of this business is located in Petaling Jaya, Selangor. This is located nearer with houses of customer, where they also included as our main target market. The target customer of this business is people who are working, house wife, students, and mainly Malaysian people who are in love with traditional foods. Tauhu Begedil can also be recognized as tradition food because it is known among 'orang jawa' who live in Malaysia.

The main channels that are uses by this business is through online and mainly offline. For online, we use social media like Facebook as platforms to market our product to customer and able to reach wider target market. As for offline, we directly contact customer and receive orders through mouth-to-mouth marketing.

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II. INTRODUCTION OF BUSINESS

NAME AND ADDRESS OF THE BUSINESS



NAME OF BUSINESS	: TAUHU BEGEDIL BY IBU
ADDRESS OF BUSINESS	: NO. 43 JALAN PJS 4/25 TAMAN LINDUNGAN JAYA, 46000 PETALING JAYA, SELANGOR DARUL EHSAN.
FORM OF BUSINESS	: ENTERPRISE
NATURE OF BUSINESS	: PRODUCTS
MAIN ACTIVITIES	: SELLING TAUHU BEGEDIL WITH DIFFERENT KIND OF FILLINGS
TELEPHONE NUMBER	: 011-11404955
EMAIL ADDRESS	: noornabilakhairiah@gmail.com
BUSINESS REGISTRATION	: MARCH 2018