



اَوْنُوْرُ تِكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**Cawangan Perak**  
Kampus Seri Iskandar

UNIVERSITY TEKNOLOGI MARA  
FACULTY OF ART AND DESIGN  
BACHELOR IN GRAPHIC DESIGN (Hons.)  
ENT530  
PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: **KEROPOK IKAN SEGERA SEAMEQ**

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GROUP:

**AD241 5A**

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## **ACKNOWLEDGEMENT**

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## **EXECUTIVE SUMMARY**

Keropok Ikan Segera SEAmEQ are the first ever brand that created a ready to eat local traditional malay food Keropok Lekor. SEAmEQ put a little twist to it and named it Keropok Ikan Segera because of the ability to just eat it instead of the traditional one you need to deep fry them. SEAmEQ were established since 2008 and have been the ace in Keropok industry. Their operations are based in Kuala Terengganu which makes sense why they started this business.

Ever since they launched the Keropok Ikan Segera, they have in total 5 flavors which are the original, curry, black pepper, garlic, and cheese. As for now they are operating through their official warehouse where people or retailers would come and buy their product. All the details for each product you can get through their website [www.seameghq.com](http://www.seameghq.com).

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**PERSONAL PROFILE** BUSINESS PROFILE

  
Muhammad Zaki Bin Azid

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Personal Facebook	:	Race	: Malay	
Gender	: Male	Special Need Required	: No	
Marital Status	: Single			

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**PERSONAL PROFILE** **BUSINESS PROFILE**

  
Muhammad Zaki Bin Azid

Company Name	: SEAmEQ Keropok Ikan	Company Registration No.	:	<a href="#">Edit</a>
Type Of Business	: Sdn. Bhd	Business Role	: Agent	
Facebook Page	: https://www.facebook.com/sea meqkeropokikan	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: None	Business Website	:	
Business Related to Your Study Field	: No	Type Of Website	:	
		Experience in International Export	: No	