



اَوْبُوْ رَسِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO REPORT:

SAMBAL GARING CHIANG RAI



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Lastly, I am thankful for my friends who have been supportive of me in promoting my social media page throughout the assessment.

EXECUTIVE SUMMARY



‘Sambal Garing Chiang Rai’ is a local food brand from Baling, Kedah. It was founded by MDD Food Grade Company, an independent Muslim company, and Islamic Brand. The located MDD Food Grade Company at Kampung Belakang Sek Men, Kuala Pegang, 09110 Baling, Kedah, Malaysia, primarily serves as the main work station for daily production activities. ‘Sambal Garing Chiang Rai’ is a locally made product with a combination of crispy anchovies (best grade) and hereditary batter from Chiang Rai, Thailand. In fulfilling the assignment, I have participated in business as an agent based in Alor Star, Kedah. In promotional activities of the product, I have created and managed a network of new and existing customers to introduce products through the Facebook page.

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1.0 Introduction of Business

1.1 Business Information Sheet

Name of Business (with logo)	:	MDD Food Grade Company Logo  Tagline: <i>Resepi Mami</i> Logo Product Logo 
Name	:	Noor Asna Izyan Binti Abd Aziz
Phone Number	:	012-5754057
Email	:	noorasnaizyan@gmail.com
Official business email address	:	mddfoodgrade@gmail.com
FB webpage address	:	https://www.facebook.com/SAMBALGARINGIKANBILIS CHIANGRAI
Brand name	:	'Sambal Garing Chiang Rai'
Online business mode	:	Agent
Nature of business	:	Selling and delivering
Type of products :	:	Food & Beverages, Food Delivery Business
Startup capital	:	RM255
Product selling price	:	RM15 (1 pack)
Cost of the product	:	RM 8.50 (1 pack)
Supplier / Brand Owner Name	:	Sambal Garing Chiang Rai
Contact Details of Brand Owner :	:	Name: Mohd Sajeden Bin Md Darus Address: Kampung Belakang Sek Men, Kuala Pegang, 09110 Baling, Kedah, Malaysia. Contact: 019-436 8494