



SOCIAL MEDIA PORTFOLIO REPORT
DADIH KOLABOY



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EXECUTIVE SUMMARY

Dadih Kolaboy is a business that sells desserts, specifically 'dadih', in Kuala Kedah, Kedah Darul Aman. This company was founded on an idea from my mother and was run by myself. This Dadih Kolaboy business has been operating for the past few years until now. The contrast between Dadih Kolaboy and other sellers is that it offers customers a different flavor of the 'dadih' itself at a fair price.

Dadih Kolaboy only sells one product, but we offer a variety of 'dadih' flavours to our costumers. The idea for this business started because my mother frequently received positive feedback when she brought 'dadih' to school functions. This used to be a face-to-face business with customers, but due to the spread of covid 19 that hit the country, I had to conduct this online business to keep the company going during this pandemic.

As the number of followers and likes on Facebook increases, this business is getting a stronghold in the hearts of customers. Following our minor progress, we will continue to improve all aspects of this business in order for it to grow successfully in the future.


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2.0 INTRODUCTION OF BUSINESS

2.1 Business information sheet

| | | |
|-------------------------------------|---|--|
| Name of Business (with logo) | : | Dadih kolaboy  |
| Name | : | Muhammad Iqbal Syamil Bin Hamdan |
| Phone number | : | 0111-421-656 |
| Email | : | syamilhamdan99@gmail.com |
| SSM registration | : | |
| Official business email address | : | |
| FB webpage address | : | https://www.facebook.com/DadihKolaBoy |
| Instagram link | : | |
| Brand name | : | Dadih Kolaboy |
| Online business mode | : | Brand owner |
| Nature of business | : | Selling and delivering 'dadih' |
| Type of products | : | Beverages |
| Main competitors | : | Dadih Ummie |
| Startup capital | : | RM 26.60 |
| Product selling price | : | RM 1.00 |
| Cost of the product | : | RM 0.60 |
| Supplier / Brand Owner Name | : | - |
| Contact Details of Brand Owner | : | Insert name, address, phone number & email |
| Social Media Account of Brand Owner | : | FB and Instagram account profiles |
| Website address of Brand Owner | : | - |

2.2 NAME AND ADDRESS OF BUSINESS

2.2.1 Name of business

The name Dadih Kolaboy is our business as well as our brand. Behind the name Dadih Kolaboy is inspired from my own mother's idea. The 'dadih' is the item we want to sell and the kolaboy is me who lives in Kuala Kedah. The people who lives here use the word kola to replace the word Kuala in Kuala Kedah. She said if this business successful develops in the future, this brand will raise the name of where we live to a higher level. By using an easy and catchy name of our brand, this makes it even easier for people to get to know us and recognize us well.

2.2.2 Address of business

Our business address is 112, Taman Juragan, Jalan Kuala Kedah, 06600, Alor Setar, Kedah. This address serves as a processing place to produce 'dadih' ordered by customers. This address is my home address and it is in line with our brand because we live in Kuala Kedah and our brand is Dadih Kolaboy. This business area is very strategic because this area is a residential area inhabited by families and working communities, this also makes it easier for us to attract customers to buy our sales items to enjoy at home or at their workplace. This can further expand our business to other residential areas nearby and can be expanded to the city center of Alor Setar. This area is also close to the city of Alor Setar and it makes it easier for us to do cash on delivery by only taking 10 - 15 minutes.

The outbreak of covid 19 diseases that is plaguing our country at present has resulted in us having added our business site. The added business site is on social media, we use Facebook page because there is a renewal of the buying patterns of most communities nowadays. This is because they are fond of and choose to make purchases online because they are worried about the spread of covid 19 diseases which is spreading badly in our country. Next, this facebook platform is more attractive to customers because they can see various information and find out more information about the products we provide visually. In addition, our clients can also contact us quickly and allow them to disconnect a network of covid 19 outbreaks by not making physical contact.