



اَوْنُوْ رَسِيْقِيْ تِيْكَوْ لُوْ كِيْ وَنَا رَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

RAJA POPIA



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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EXECUTIVE SUMMARY

Raja Popia is a food product we sell. The main objective to be achieved for the business is to offer food that is easy to cook at an affordable price.

Our business started running on Facebook, We sell popia at different prices according to the type of box sold. Each box has a different price. Among the types of boxes sold are Single Box, Couple Box and Jimat Box.

Since its inception, Raja Popia has made more than 10 sales and the number is expected to increase by the end of the year to Year End sales. We will strive to increase demand for our products and generate more profitable sales results for our business projects in the future.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Raja Popia is a business name that has been determined based on the main product, which is popia. The business name indicates that all products are provided and sold by us. Our business motto is “Cheap, Easy and Tasty”, which shows that our popia will guarantee speed, taste to customers. The target market for Raja Popia is teenagers and teenagers aged between 16 to 30 years.

The logo used for the business is a popia image and a bit of typography and a bit of pattern that symbolizes our product.



Figure 1.1: Logo for business