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UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA
PORTFOLIO**

FACULTY OF HOTEL AND TOURISM MANAGEMENT

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1.0 ACKNOWLEDGEMENT

Alhamdulillah, first of all I would like to thank God as finally I am able to finish my assignment that have been given by ENT's lecturer to me. This task had been done with all afford even though a little bit problem were happened while doing this assignment. Luckily, all the problems can besettel down and I am able to adapt properly and wisely.

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2.0 EXECUTIVE SUMMARY

The main objective of this product and business is to achieve and offer variety of snack food industry in Malaysia. We serve our customer with affordable price and delicious snack. The name of this product is come out from the imagination by my sister. It shows that how we positioning our products in customer's mind until they can remember our company's name, simple and easily to pronounce.

Our business was started on seventh of March in 2021. According to the customer review, our product gave a fantastic taste that make our customer remembered and wants to repeat order from us. This product is also liked by due to cheap and affordable price. Hence, this product provides a good insight for the continuation of sales to our customers.

Lastly, we believe that we will be able to achieve our business goal with our business financial position statement. We will get our return modal within short time and our current ratio will cover our liabilities and put our business in comfort stage.

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5.0 INTRODUCTION OF BUSINESS

5.1 Name and address of business

The name of my business is Pocrepe Kedah. The idea of getting this name of my business is from my sister. My business has been established since March 2021 until now. The type of my business organization is sole proprietorship. The operating hours of my company is from 10 am until 10 pm every day and located at plot 31, 21, Jalan Industri Darul Aman 1, Kawasan Perusahaan Bandar, 06000, 06000 Jitra, Kedah. Our main supplier is currently from Selangor.

5.2 Organizational Chart

