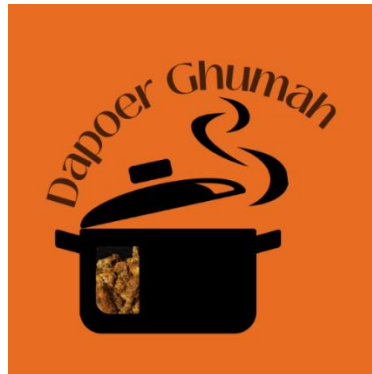




UNIVERSITI TEKNOLOGI MARA
FACULTY OF HOTEL AND HOSPITALITY AND TOURISM MANAGEMENT
PRINCIPLES OF ENTREPRENEURSHIP
ENT530

SOCIAL MEDIA PORTFOLIO
DAPOER GHUMAH



NAME AND STUDENT ID :
NUR HADIRAH SOFIA BINTI MOHD SUFIAN (2021110391)
SEMESTER : 3
CLASS : HM2413C
PREPARED FOR : MADAM NORFAZLINA BINTI GHAZALI

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EXECUTIVE SUMMARY

Dapoer Ghumah is a family business brand name for an online food delivery service that is specialized for an authentic India Biryani. The main objective for this business is to offer new experience for food lovers who loves on trying new flavour with a great amount of portion at an affordable price right at their doorstep.

Our business began on Facebook on 8th June 2021, getting a hot recognition from close friends and family from the beginning of our business journey. The contributions from them let our business become well known in our neighbourhood area which absolutely let our recipe took over their hearts and stomach.

After being promoted our business on Facebook, number of people who has flooded our dm to reconsider on the limited number of orders showing the demand for our products has successfully gained a consistent customer. After a month, our idea from only one original main dish have turned into 2 optional main dishes with the loves of our customers.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Dapoer Ghumah is a family-owned business whose idea coming from my mother, who also the owner of the recipe, she has been spending 6 years working overseas before decided to get settled down during pandemic and creating this whole idea of doing an online food business for where this category of India Biryani is still foreign for our local palette. The name of the business is to flaunt our recipe being home-cooked in our house. Our business motto is “Bringing the taste of India Biryani right at your doorstep”, which we want to show a food from the whole different country could easily be purchase on our fingertips by the help of smartphone especially during this pandemic where physical shops are prohibited to open for socializing. Our target market for Dapoer Ghumah is general where any age of numbers can eat it.

The logo we used for this business implies the similarities of herbs and spices used for the Biryani and the pot with half-open lid portrays our Biryani Rice with the chicken can be seen on the clear case.



Figure 1.1: Logo for business