



اُنِيُوْزِيسِيْتِي تِيكُونُو لُوْكِ مَارَا  
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TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) BUSINESS ECONOMICS**

**PRINCIPLES OF ENTREPRENEURSHIP**

**(ENT530)**

**INDIVIDUAL ASSIGNMENT**

**SOCIAL MEDIA PORTFOLIO**

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## **EXECUTIVE SUMMARY**

Sambal Bilis Crispy has a trademark that is “Sedap, Pedas, Terangkat”, which describes the taste of the Sambal Bilis Crispy itself. The main goal to be achieved for the business is to provide food that everyone can eat whenever and wherever to my customer at an affordable price and with a lavish taste with spiciness. I also had crispy fried onions for sale.

My business began in April 2021. Based on my customers' feedback, my products have such a fabulous taste because of the spiciness and crispness, and it makes them enjoy and love the taste. Many people like these products due to affordable price and the taste of the foods. Thus, these products give a decent impression for the continuation of sales to my customers.

Therefore, Sambal Bilis Crispy is a perfect choice of product that I choose to sell as the business continues to develop.

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## **2.0 INTRODUCTION OF BUSINESS**

### **2.1 NAME AND ADDRESS OF BUSINESS**

Sambal Bilis Crispy is my business name which was chosen based on my main product. My trademark is “Sedap, Pedas, Terangkat”, which indicates that my product is worth purchasing if you are looking to try something new. As for my target market, Sambal Bilis Crispy are suitable for individuals who can eat spicy.



Figure 1.2 Sambal Bilis Crispy Official Logo