



FACULTY OF BUSINESS AND MANAGEMENT

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA REPORT

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ENT530S

PREPARED FOR:

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I. ACKNOWLEDMENT

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II. EXECUTIVE SUMMARY

Nini Banana Uyu is a Korean Banana Milk (banana uyu 바나나 우유) is banana flavoured milk. It is a perfect balance of sweet and banana. It's super addictive and I could probably drink the whole 4-pack in one sitting. Not too watery but not too thick and the best drank when cold. The drink is sweet, milky and tastes just like banana.

Banana milk is a delicious and energising beverage enjoyed by people of all ages. It is great as a snack or drink on the go. The creamy banana flavour will keep you coming back. The beverage consists of 80% milk that gives the taste a soft and smooth taste. The banana flavour creates the perfect balance for a deliciously milky treat.

The Nini Banana Uyu marketing strategy emphasizes the quality and price of our product. We offered the affordable price because we would to give our beloved customer a good experience. Our customer can enjoy our product without any doubt.

The management of Nini Banana Uyu consist four top management. General manager, financial manager, administrative manager, marketing manager and operational manager. Me, Najla Izni as general manager, Afiqah as financial manager, Juyeon Lee as administrative and marketing manager and lastly Syahira Adila as operational manager. Our worker has extensive experience in finance, marketing, operational, sales and accounting.

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2.0 – INTRODUCTION OF BUSINESS

2.1 – NAME & ADDRESS OF BUSINESS



Name of business	NiniBananaUyu
Nature of business	Sole Proprietorship
Type of business	Food & beverage
Address of business	No 03 Batu 8 ½ Jalan Bernam 45500 Tanjong Karang Selangor
Email	Ninibanauyu.work@gmail.com
Phone number	011-60891479