



PRINCIPLES OF ENTREPRENEURSHIP

ENT 530

SOCIAL MEDIA PORTFOLIO

PREPARED BY:

MUHAMMAD FADHIL BIN AHMAD (2019643624)

GROUP:

ENT 530 S

PREPARED FOR:

MADAM NADIAH MAISARAH ABDUL GHANI

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Executive Summary

“Kongsikan Keenakkan Bersama” is a tagline for Dendeng Kak Su page business that represent to our beloved customers. Dendeng Kak Su's major goal is to develop products that are accessible to a wide range of consumers while steadily increasing our profit margins. Another goal is to ensure that our products and services are of excellent quality, since this is one method to assist our customers appreciate and believe in what we have to offer.

On April 10th, 2021, we launched our internet company on the social media platform. People who desire something good but not too expensive are our target market. We've received a lot of positive feedback from new and old customers about the quality of our excellent meat since our first grand teaser opened. Furthermore, we provided free delivery and mailing to individuals who lived in close proximity to our location.

Dendeng Kak Su goods have a unique selling proposition (USP) that allows our business to focus on overall consumer and customer perceived value of our unique advantage shown by our service, product, and brand, allowing it to stand out from other rivals by competing on quality. Dendeng Kak Su products were sold in large quantities, with a total of fifteen packages sold. Dendeng Kak Su has shown to be an excellent choice with a high-quality product at an inexpensive price that will thrive in Malaysia and beyond.

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2.0 Introduction of Business

- Name and Address of Business

Dendeng Kak Su

Batu 10 1/2, Kampung Paya Rumpit Jaya, 76300 Sungai Udang, Melaka.

- Organizational Chart

Dendeng Kak Su is a sole proprietorship business form. This is because our business is only a start-up business and only operate a small business. Therefore, our organizational chart only consists the owner of Dendeng Kak Su Enterprise.

Dendeng Kak Su Chart Organizations



Figure 1.1 Muhammad Fadhil bin Ahmad

- Mission and Vision

We believe that every business should have its own mission and vision statement in order to run the business in accordance with the aims that must be accomplished. Thus, we created a mission and vision for our company so that we know what we want to achieve in terms of short- and long-term goals.

Mission

- I. Dendeng Kak Su is a local product that can become very well-known in Malaysia.
- II. Dendeng Kak Su have the best price among its competitor product.