



اَوْنِبُوْرَسِيْتِي تِيكِنُوْلُوْكَى مِيَاْرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE
MANAGEMENT
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



PREPARED FOR:
MADAM NADIAH MAISARAH BINTI ABDUL GHANI

PREPARED BY:
NUR ANISAH BINTI PUDDING (2019612018)

GROUP:
ENT530S

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EXECUTIVE SUMMARY

De' Pekasam Ayam is a business that operates entirely online. For those who do not have the time to prepare traditional dishes at home, our company offers a tasty fermented or marinated chicken. No longer will people require a trip to a restaurant in order to consume Pekasam Ayam, as we can easily prepare it at home with our product. Our target market consists of people who work and have limited time to cook, with a median age of 23 years old and above. Our product is ideal for people of all ages.

Because we are based in Lahad Datu, Sabah, we are able to provide same-day delivery to the people of Khazanah Indah, Tamoi, and Silabukan, among other places. Our product is capable of conducting business online. De' Pekasam Ayam employs a multi-pronged marketing strategy that includes publishing teasers, hard sells, and soft sells on social media. In order to attract more clients, we also provide discounts on specific days and times. For the time being, Nur Anisah binti Pudding is the only owner of De' Pekasam Ayam. Our company uses a Facebook page to sell our products and generate sales because it is simple to build a page on Facebook and has a large number of users when compared to other social media platforms.

De' Pekasam Ayam has sold over 90 packages since it first opened its doors. Rising demand for our product results in increased sales revenue for our company, which is beneficial to its long-term success. So, De' Pekasam is a good marketable product of choice that can be further expanded into a variety of different areas as the business continues to grow and develop.

TABLE OF CONTENTS

	PAGE
COVER PAGE	
ACKNOWLEDGEMENT	i
EXECUTIVE SUMMARY	ii
TABLE OF CONTENTS	iii
1.0 GO-ECOMMERCE REGISTRATION 1	iv-v
2.0 INTRODUCTION OF BUSINESS	
2.1 Name and address of business	1
2.2 Organizational Chart	2
2.3 Mission / Vision	2
2.4 Descriptions of products/services	3
2.5 Price List	4
3.0 FACEBOOK (FB)	
3.1 Creating Facebook (FB) page	5-6
3.2 Customizing URL Facebook (FB) page	6
3.3 Facebook (FB) post – Teaser	7-9
3.4 Facebook (FB) post – Copywriting (Hard sell)	10-20
3.5 Facebook (FB) post – Copywriting (Soft sell)	21-29
4.0 CONCLUSION	30

2. INTRODUCTION OF BUSINESS

2.1. NAME & ADDRESS OF BUSINESS

The name of our business is De' Pekasam Ayam. Our business slogan is "Superb taste, delicious, yummy". De' Pekasam Ayam is a business name that had decided based on our main product. Our targeted customer is for people who are working and have limited time to cook with range 23 years old and above as our product suitable for all type of ages.



In the town of Lahad Datu, Sabah, De' Pekasam Ayam can be found at No.18, Lorong Perdana 9, Taman Sri Perdana, 91100 (Lahad Datu).

