



اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا  
UNIVERSITI  
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## **Executive Summary**

Ubi Shake Perak is a local business that uses tapioca from the local farmers to make fingers-shape chips for their customers. Our business offers affordable, tasty and safe to eat instant food by giving our customers secured packaging and different ranges of prices. Also, we provide a free service for those who wants to buy through Cash-On-Delivery (COD).

Our target audiences are adolescences, teenagers, parents and older people that are looking for an affordable yet delicious snack for leisure times. In order to satisfy our beloved customers, we are trying to create another few flavours to satisfy their tastebuds.

Our business is operating in the whole nation of Malaysia as we deliver the goods all across the states of Peninsular Malaysia and East Malaysia. We do not target any specific area because our customers can be from anywhere as long as they are seeking for some snacks. Our goods can actually be sold and deal online depending on the customers' preferences.

The marketing strategy that is used by Ubi Shake Perak is the list of prices. Whatever guarantee their satisfaction, negotiation on the discounts is acceptable. This strategy would attract customers' attention, wants and needs.

At the moment, Ubi Shake Perak is only owned and worked by Nuruljannah Khairah Binti Mat Jamil. Our business also uses Facebook page as a platform for us to attract online customers, gain more awareness and generate more sales at once. We would promote Ubi Shake Perak products by doing teaser posts, soft sell posts and hard sell posts as our sale postings on Facebook to promote business.

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## **2.0 Introduction of Business**

### **2.1 Name and Address of the Business**

The name of the business being operated for this social media portfolio is Ubi Shake Perak.

Below are the details of the business: -

Ubi Shake Perak,  
No. 32,  
Kampung Jalong,  
31100 Sungai Siput (U),  
Perak Darul Ridzuan.

### **2.2 Organizational Chart**

As Ubi Shake Perak is a new-established business, the founder and the manpower are the same person. She handles the order taking, shipping, and marketing all by herself.



Nuruljannah Khairah binti Mat Jamil  
Founder of Ubi Shake Perak

### **2.3 Mission and Vision**

The mission of Ubi Shake Perak is to lead the development of agile, professional entrepreneurs through the impactful products and income.

The vision of Ubi Shake Perak is to establish Ubi Shake Perak as a national renowned entrepreneurship.