



اُنْبُوْزُ سَيِّدِي بَاتِيكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF INFORMATION MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS PUNCAK PERDANA

(ENT530) – PRINCIPLES OF ENTREPRENEURSHIP



SOSIAL MEDIA PORTFOLIO: SAMBAL BILIS GARING GHASOO

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SUBMISSION DATE: 24th JUN 2021

ACKNOWLEDGEMENT

The success and final outcome of this assignment required a lot of guidance and assistance from many people and I'm extremely fortunate to have got this all along the completion of my assignment work. Whatever I have done is only due to such guidance and assistance and I would not forget to thank them. I am respect and thank to Puan Nadiah Maisarah Binti Abdul Ghani for giving an opportunity to do this assignment and providing all support and guidance which made me able complete the assignment on time. I extremely grateful to her for providing such a nice support and guidance. I'm really grateful because I managed to complete this assignment within the time given by Puan Nadiah Maisarah Binti Abdul Ghani.

Moreover, my deepest gratitude to my family who tried their best to give their support by giving me a lot of encouragement. Not to forgotten to all my friends who had supported and shared knowledge to me through this whole process to complete this assignment. Lastly, I would also like to thank you to everyone who had involved and contributed directly or indirectly in my assignment project as they have been shown their effort and initiative until I am able to complete this social media portfolio report successfully. Thank you!

EXECUTIVE SUMMARY

The name of the product is Sambal bilis Ghasoo which are being sold through online with two types which is original and spicy. The product will be delicious and nothing like anyone taste before. This product will help people to experience new taste that they never taste before. Our products are known for the high-quality ingredients as well as high quality of taste. The important quality of products and services provide by the staff of Sambal bilis garing Ghasoo also adding value to the customers. In this era where everyone facing economy problem, we put the pricing of Sambal bilis garing Ghasoo products is feasible and can be afford to buy by anyone. Customers will love this sambal bilis Ghasoo for the ingredients which using 100% no sugar, high quality chilies, convenience and luxury.

Sambal bilis Ghasoo target customers come from students who want to taste expensive food but want to save money, office workers who don't have time to go buy their own lunch, housewife's who want to serve their family with something delicious and people who love to eat something crunchy and delicious like ikan bilis. Sambal bilis garing Ghasoo marketing strategy is to emphasize the quality and price of the products which we offer the affordable price as the ikan bilis using in this product is the high quality one and full with natural taste of sambal.

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2.0 INTRODUCTIONS OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

Names of business	Sambal bilis garing Ghasoo
Business Address	Parit 2 Timur 45300 Sungai Besar, Selangor
Corresponding email	heesera658@gmail.com
Telephone Number	0103836712
Form of Business	Sole Proprietorship
Business category	Food & Beverages
Product Distribution	Online sales and cash on delivery (COD)
Business Websites	https://www.facebook.com/Sambal-Ghasoo-104693551759865/

Table 1: Sambal bilis garing Ghasoo Business Information

2.2 ORGANIZATIONAL CHART

Sambal bilis garing Ghasoo is a sole proprietorship business form. This is because our business is only operating a small business. Therefore, our organizational chart only consists the owner of Sambal bilis garing Ghasoo.



GENERAL MANAGER
(SITI MAISARAH BINTI ABDUL JALIL)