



اَوْنِفُورْسِيْتِي تِيكْنُولُوجِي مَارَا  
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TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS.)**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**INDIVIDUAL ASSIGNMENT:  
SOCIAL MEDIA PORTFOLIO**



**PREPARE BY:**

NURFAZLINA BINTI JAAFAR

2020465348

ENT5300

**PREPARED FOR:**

DR SYUKRINA ALINI MAT ALI

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## **EXECUTIVE SUMMARY**

Hola Kitchen by Faz is a company established in 2021 by Nurfaizlina binti Jaafar and operated in Klang, Selangor. The company operates the business by selling Roti Jala and three different types of dishes to go with Roti Jala which is chicken curry, beef curry, and serawa durian. The location of the shop is very strategic because it is in the heart of the city and close to Shah Alam and Setia Alam which is the focus of the public. Hola Kitchen by Faz are using social media such as Facebook as our medium connect with people while doing this business. This is because people nowadays spend a lot of their time on social media, and we have a huge opportunity. Hola Kitchen by Faz use Facebook to be promoted and sell our product to the customers and the same time we share information about our product and nature.

In this report, I also included Facebook Post that consists of teaser, copywriting of hard sell and copywriting of soft sell. Moreover, I have compiled all the details needed including the registration of the company which is also needed to be in this report. Thus, I have compiled all the important data in this report. We created this business that related to the food-based with a mission which is to ensure that our customers satisfied with our products and providing high quality.

Roti Jala is a popular teatime snack served with curry dishes in Indonesia, Malaysia, and Singapore. The Roti Jala is a nice dish that, due to the way it is made, resembles a lace doily. Hola Kitchen by Faz's Roti Jala is very soft and served with curry that is appetising and satisfies everyone's taste.

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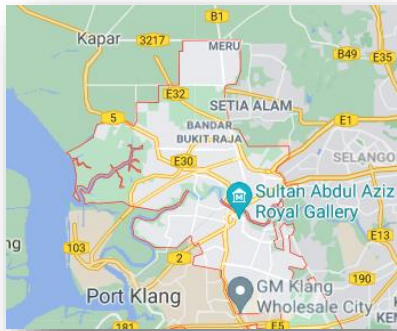
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ii. INTRODUCTION OF BUSINESS

- Name And Address of Business



**Hola Kitchen** is a business name that had decided based on my product. **Hola** means hello in Spanish and describes that I always welcome people to buy with me. The **Kitchen**, on the other hand, describes my business, which sells food-related products.



Hola Kitchen by Faz is located at **Lot 1688 Jalan Musran, Kampung Rantau Panjang, 42100 Klang Selangor**. I chose to do business in this location because it is in a very strategic location, which is located in a residential area, and there are many residents in this Klang area.

- Organizational Chart

