

Name of Company / Business : Old School Foodie / Homemade Hotdog Cheese
Course : 3 BMMV S1/2 GROUP H



**FACULTY OF MECHANICAL AND MANUFACTURING
ENGINEERING TECHNOLOGY (FTKMP)
UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

TECHNOLOGY ENTREPRENEURSHIP

BTMW 4012

SEMESTER 2

SESSION 2021/2022

BUSINESS PROJECT PORTFOLIO RUBRIC (30%)

**DATE OF
SUBMISSION**

20/5/2022

FACULTY/ PROGRAM

FTKMP / 3 BMMV S1/2

**NAME OF GROUP
MEMBERS / MATRIX
NUMBER**

1. MUHAMMAD AFIF BIN SHAHARUDDIN
2. MUHAMMAD 'AZAIM BIN MUHAMAD ASRI
3. MOSES LIAN LAZARUS
4. JUSTING MELING AK GALAU
5. NURUL NADHIRAH BINTI ISHAK
6. NURUL FAHIMAH BINTI AFANDI

**B091910384
B091910065
B091910111
B091910181
B091910072
B091910031**

NAME OF LECTURER

MADAM NORHIDAYAH BINTI MOHAMAD

**LECTURER SIGN &
STAMP**

DATE :

TOTAL MARKS :

NAME OF COMPANY

**OLD SCHOOL FOODIE ENTERPRISE
(OLD SCHOOL HOTDOG CHEESE)**

**STUDENT'S CONTACT
NO:**

013-5815396 (TEAM LEADER)

GROUP

H

Acknowledgement

Firstly, we would like to thank MADAM NORHIDAYAH BINTI MOHAMAD lecturer for the whole semester for delivering the knowledge to us with no excuses. We offer our sincere appreciation for the learning opportunities provided by Madam NorHidayah.

Our completion of this portfolio could not have been accomplished without the support of our teammates, Afif, Azaim, Nadhirah, Fahimah, Moses and Justin . The cooperation from all of you was so unvaluable. The tough work provided was appreciated

We also take this opportunity to express a deep sense of gratitude to all of the platform and friends who helps in sharing our products. They are really wonderful people, and we will never forget these days.

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EXECUTIVE SUMMARY

We set up a fast food business through social media as a platform to grow our sales. The name OLD SCHOOL FOODIE ENTERPRISE is our business name. We produce food products namely Homemade Hotdog Cheese as the main food in this business. Various types and options can be ordered to be eaten at any time

This single sales channel generated parts of the company's revenue, providing adequate sales for paying operating expenses and generate margins that limited the company's growth. Our business has grown quite substantially from these early beginnings and we look forward to its continuing growth in the future.

Despite a lot of competition with other businesses, our company is not easy to give up and is even more eager to compete healthily. We hope that the presence of online platforms such as Instagram can help a little in growing our business.

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Team members

	STUDENT'S PHOTO	STUDENT'S NAME	MATRIX
S1.		MUHAMMAD AFIF BIN SHAHARUDDIN	B091910384
S2.		MUHAMMAD 'AZAIM BIN MUHAMAD ASRI	B091910065
S3.		NURUL NADHIRAH BINTI ISHAK	B091910072
S4.		NURUL FAHIMAH BINTI AFANDI	B091910031
S5		JUSTING MELING AK GALAU	B091910181
S6		MOSES LIAN LAZARUS	B091910111

1.1 Introduction of Business

Old School Foodie Enterprise recently established this year 2022. The company is established mainly to sell hotdog cheese and its only operating at Ayer Keroh, Melaka. The company also provide delivery services charging RM0.50 per km or the customer can self-pick up at the company address. Old School Foodie Enterprise chose hotdog cheese as its main selling point because hotdog are very easy to prepare and can be serve anytime of the day. The ingredient are also super easy to find. The main ingredients are hotdog bun, sausage and cheese. This dish are very convenient especially for those who has busy work hour or doesn't have the time to prepare for their own meal. Not only that, Old School Foodie Enterprise have many variation of hotdog cheese to sell. There are 6 different menus on sale and recently added another 2 new menus on the list. The customer can browse the menu through Old School Foodie Enterprise Instagram and can order via direct message or Whatsapp the number provided in the Instagram. Old School Foodie Enterprise also accept online payment besides cash.

1.2 Name and Address of Business



Figure 1 : Business Logo

Table 1 : Details of Company

Name of Company	Old School Foodie Enterprise
Start Up Date	MAY 2022
Contact Number	013-7717459
Instagram Link	https://www.instagram.com/old_schoolhotdogcheese/
Type of Ownership	Partnership
Address of Business	NO 82 TU 43A, TAMAN TASIK UTAMA, AYER KEROH, 75450,MELAKA

1.3 Mission and Vision

Mission : 1) To deliver the best satisfactory hotdog cheese to our customers.
2) To establish a good network with customers.

Vision : Thriving in hotdog cheese industry

1.4 Organization Chart



1.4 Product Description

Bread, sausage, cheese, eggs, beef, and veggies are common ingredients in Old School Foodies. The primary ingredients are bread and sausage, which will be fried first and then placed in the centre of the bread that has been cut in half. Additional components such as cheese, eggs, and others will be put in tiers to provide a more compact flavour when consumed.

It is ideal for eating at any time of day, especially for picnickers as it is easy to carry as the packaging process is not complicated. Old School Foodie is available in a range of flavours to suit the likes of clients of all ages. Each topping will be sold at a varied and reasonably priced price.

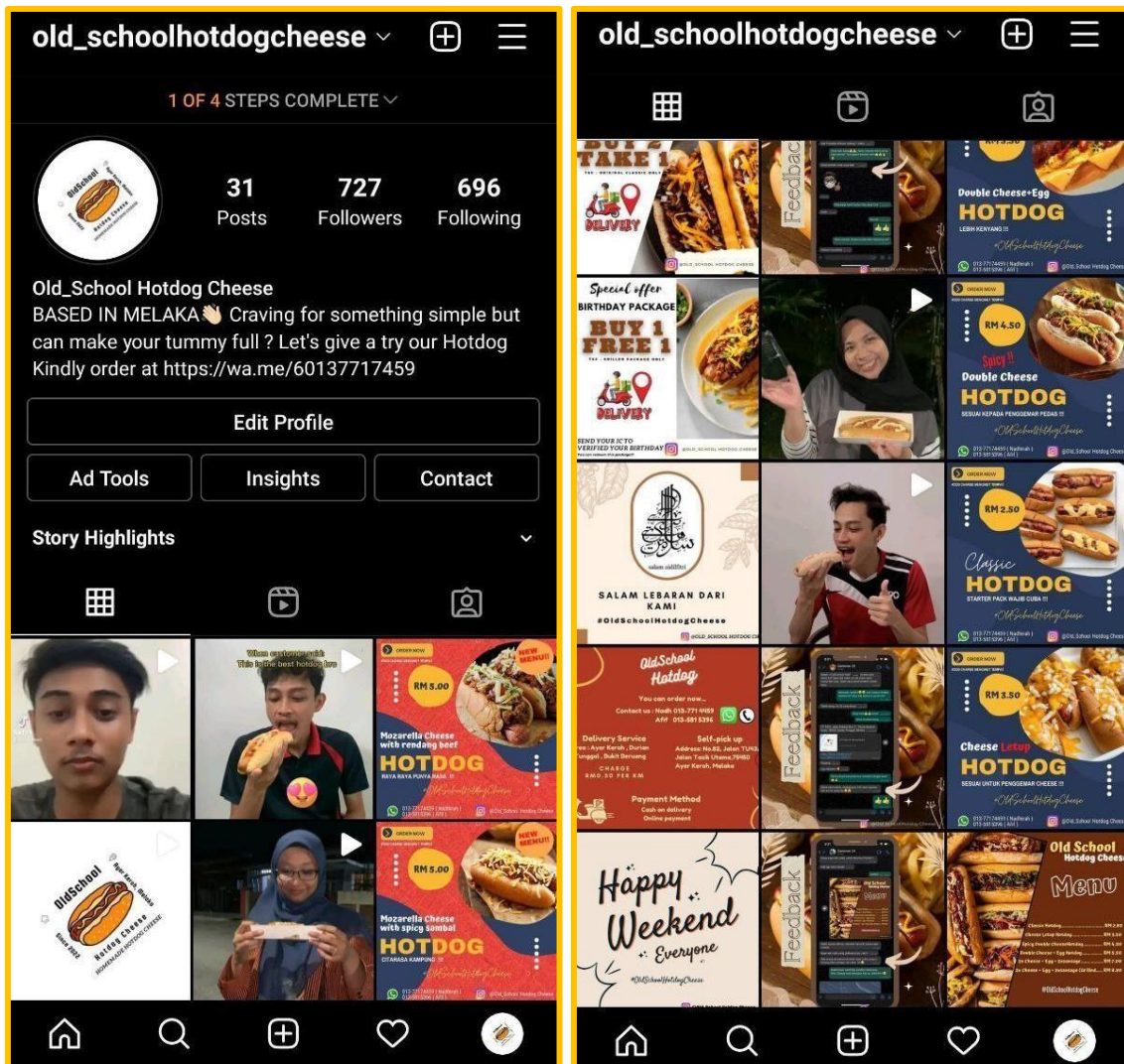
1.5 Price list

No.	Types of Hotdog	Price
1.	Classic HotDog 	RM 2.50
2.	Cheese Letup Hotdog 	RM 3.50
3.	Spicy Double Cheese Hotdog 	RM 4.50
4.	Double Cheese + Egg Hotdog 	RM 5.50

5.	2x Cheese +Egg + 2x Sausage 	RM 7.00
6.	2x Cheese +Egg + 2x Sausage(Grilled) 	RM 8.50
7.	Mozarella Cheese with Spicy Sambal Hotdog 	RM 5.00
8.	Mozarella Cheese with Rendang Beef Hotdog 	RM 5.00

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2.1 Marketing (Content in Instagram)



2.1.1 No of Followers/ Posts



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2.1.2 Build Awareness of Account on Instagram



2.2 Hashtag



2.3 Attractive Picture and Video



Instagram content

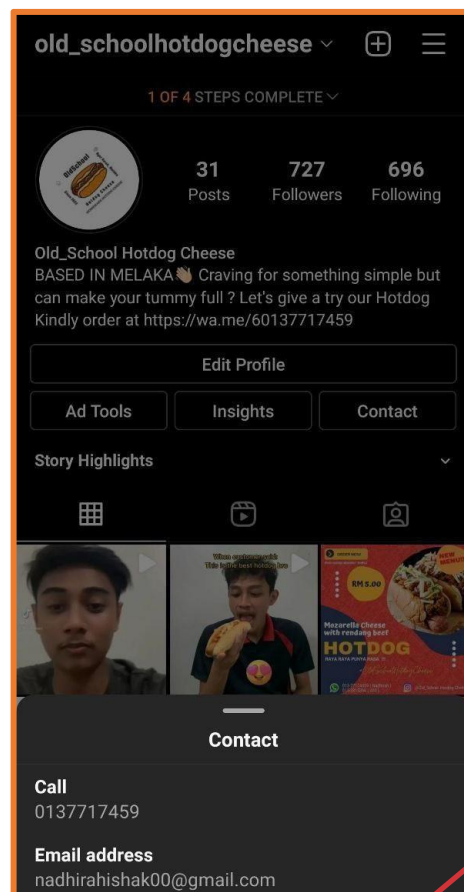
Marketing wish Posting

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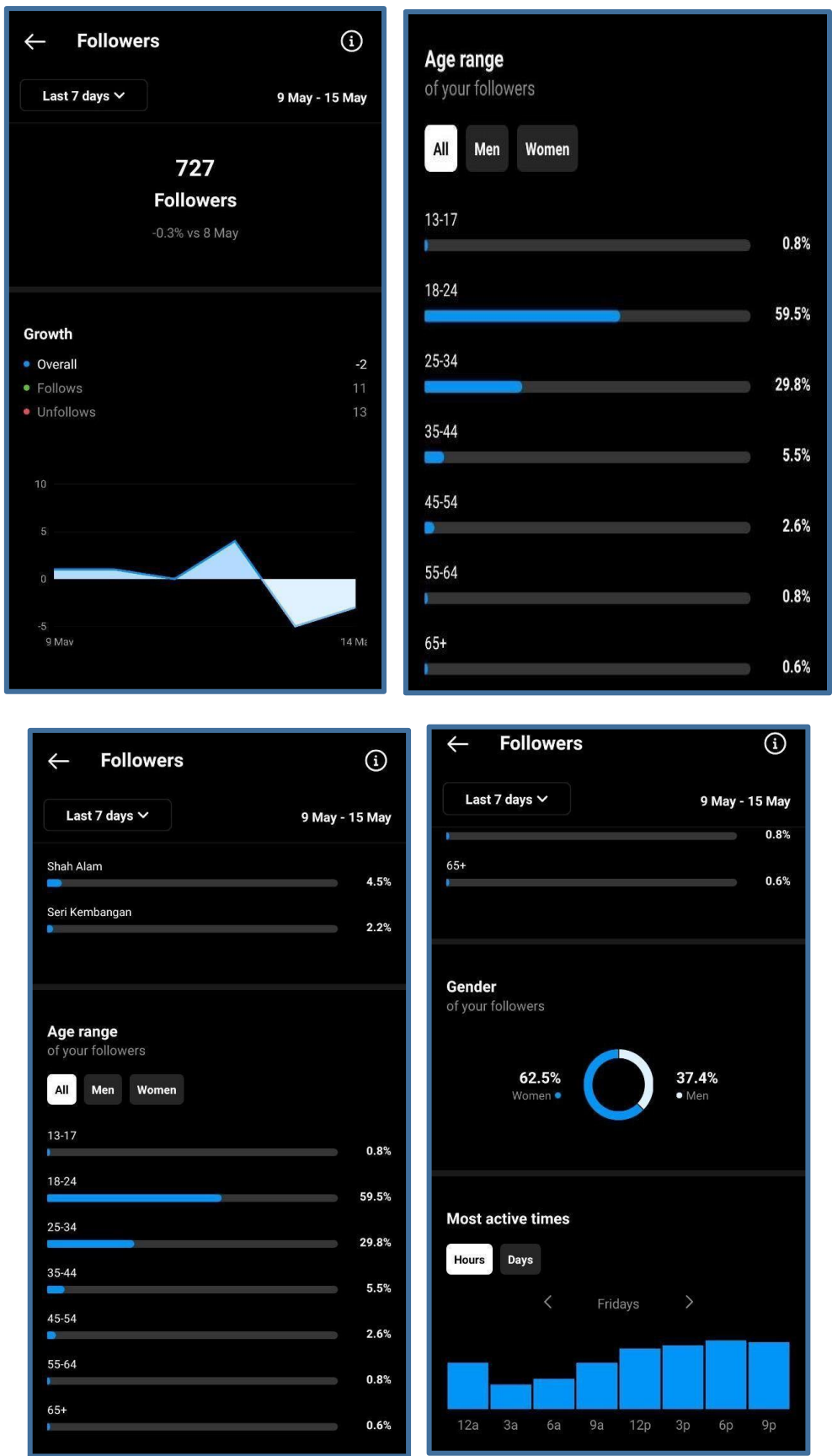
2.4 Call to action



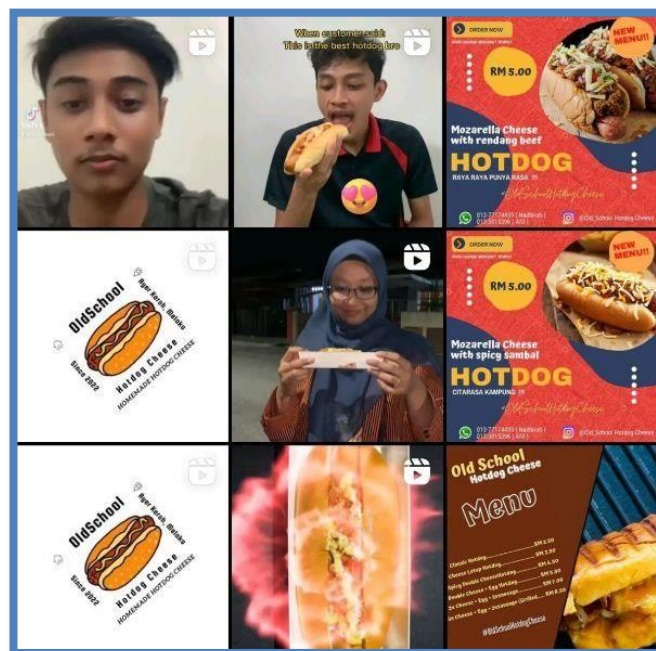
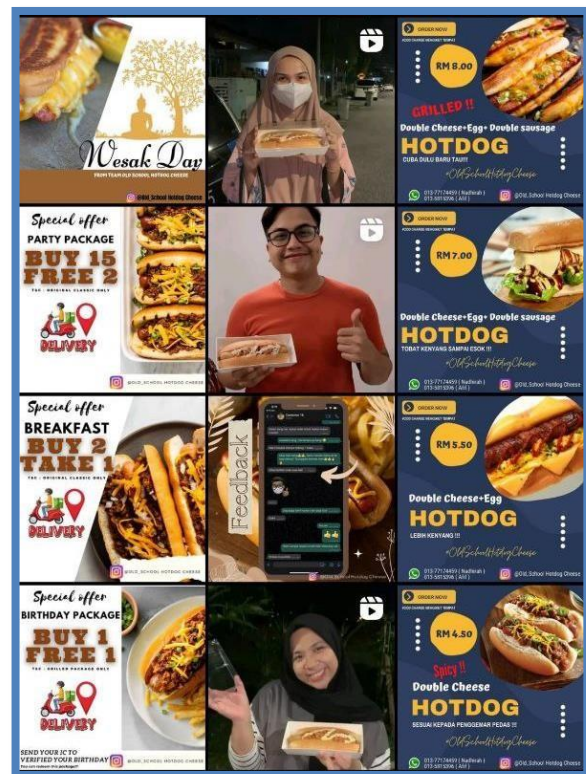
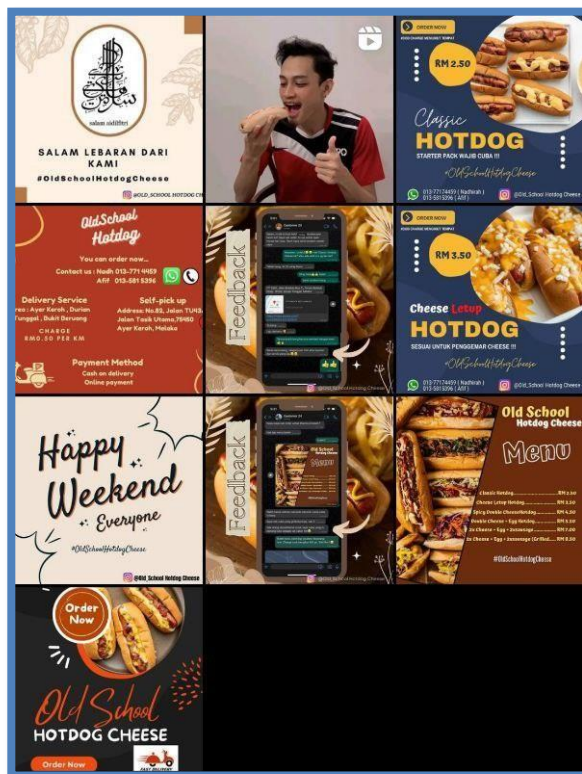
old_schoolhotdogcheese OLD BUT GOLD ★
Still remember our childhood memories , bought some plain hotdog at school canteen ? 🍔🍔 Sooo delicious 🍔🍔🍔
Here in Old_School Hotdog Sausage still serve this authentic menu and ready to give the best for you !
Place your order now at our DM or WhatsApp us at <https://wa.me/60137717459>









2.5 Frequently Of Posting




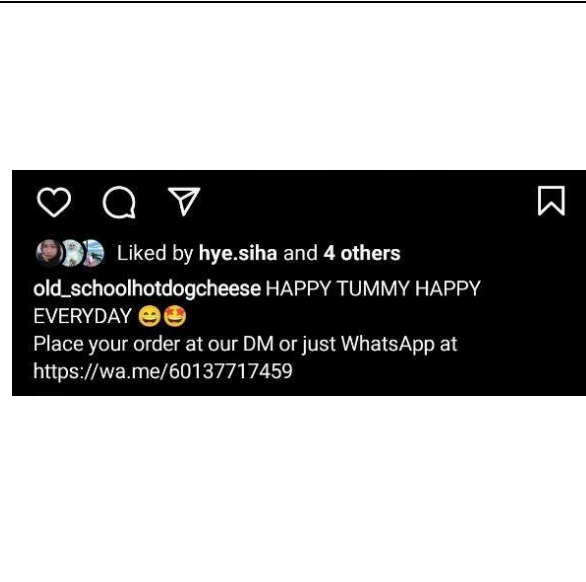




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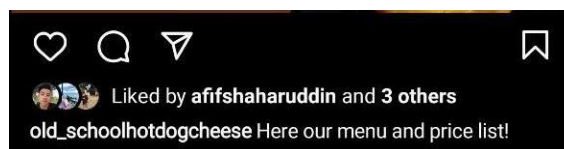
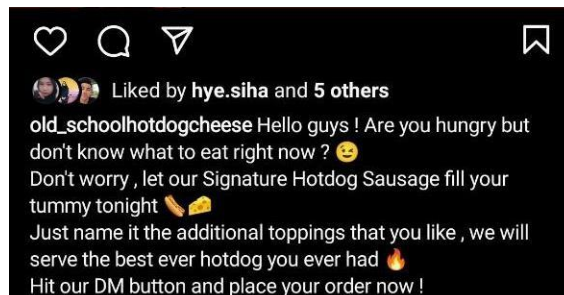













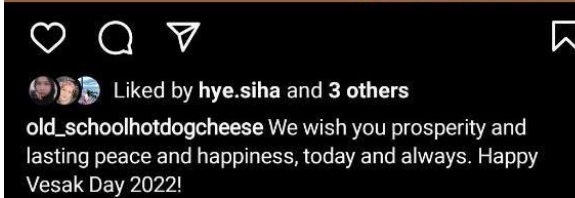
2.6 ETHICS

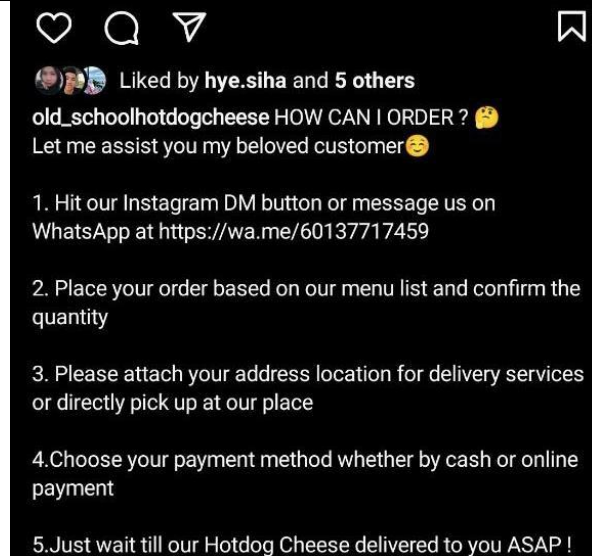
 <p>ORDER NOW #COD CHARGE MENGIKUT TEMPAT</p> <p>RM 2.50</p> <p><i>Classic</i> HOTDOG</p> <p>STARTER PACK WAJIB CUBA !!!</p> <p><i>#OldSchoolHotdogCheese</i></p> <p>013-77174459 (Nadhirah) 013-5815396 (Afif) @Old_School Hotdog Cheese</p>	 <p>Liked by hye.siha and 8 others</p> <p>old_schoolhotdogcheese OLD BUT GOLD ★ Still remember our childhood memories , bought some plain hotdog at school canteen ? 🤔🤔 Sooo delicious 🌭🌭 Here in Old_School Hotdog Sausage still serve this authentic menu and ready to give the best for you ! Place your order now at our DM or WhatsApp us at https://wa.me/60137717459</p>
 <p>ORDER NOW #COD CHARGE MENGIKUT TEMPAT</p> <p>RM 3.50</p> <p>Cheese Letup HOTDOG</p> <p>SESUAI UNTUK PENGGEMAR CHEESE !!!</p> <p><i>#OldSchoolHotdogCheese</i></p> <p>013-77174459 (Nadhirah) 013-5815396 (Afif) @Old_School Hotdog Cheese</p>	 <p>Liked by hye.siha and 4 others</p> <p>old_schoolhotdogcheese Hello Melaka people ! 😊 Don't forget to give a try our Cheese Letup Hotdog 🌭🧀 Taste our home made sausages and cheesy sauce Go and grab yours now by order at DM or WhatsApp us at https://wa.me/60137717459</p>
 <p>ORDER NOW #COD CHARGE MENGIKUT TEMPAT</p> <p>RM 4.50</p> <p>Spicy !! Double Cheese HOTDOG</p> <p>SESUAI KEPADA PENGGEMAR PEDAS !!!</p> <p><i>#OldSchoolHotdogCheese</i></p> <p>013-77174459 (Nadhirah) 013-5815396 (Afif) @Old_School Hotdog Cheese</p>	 <p>Liked by hye.siha and 4 others</p> <p>old_schoolhotdogcheese LETS GET MORE SPICY WITH US 🌶️🌶️ Don't hesitate to try our Spicy Double Cheese Hotdog 🌭🧀 Hit our DM or just WhatsApp us at https://wa.me/60137717459 and place your order now 🐱</p>







 <p>ORDER NOW #COD CHARGE MENGIKUT TEMPAT</p> <p>RM 5.50</p> <p>Double Cheese+Egg HOTDOG</p> <p>LEBIH KENYANG !!!</p> <p>#OldSchoolHotdogCheese</p> <p>013-77174459 (Nadhirah) 013-5815396 (Afif)</p> <p>@Old_School Hotdog Cheese</p>	 <p>Liked by hye.siha and 2 others</p> <p>old_schoolhotdogcheese GET EVERYTHING DOUBLE WITH US 🍔</p> <p>Let's try our menu Double Cheese and Egg hotdog 🍔</p> <p>Just place your order at or DM or WhatsApp at https://wa.me/0137717459</p>
 <p>ORDER NOW #COD CHARGE MENGIKUT TEMPAT</p> <p>RM 7.00</p> <p>Double Cheese+Egg+ Double sausage HOTDOG</p> <p>TOBAT KENYANG SAMPAI ESOK !!!</p> <p>#OldSchoolHotdogCheese</p> <p>013-77174459 (Nadhirah) 013-5815396 (Afif)</p> <p>@Old_School Hotdog Cheese</p>	 <p>Liked by hye.siha and 4 others</p> <p>old_schoolhotdogcheese HAPPY TUMMY HAPPY EVERYDAY 😊😊</p> <p>Place your order at our DM or just WhatsApp at https://wa.me/60137717459</p>
 <p>ORDER NOW #COD CHARGE MENGIKUT TEMPAT</p> <p>RM 8.00</p> <p>GRILLED !! Double Cheese+Egg+ Double sausage HOTDOG</p> <p>CUBA DULU BARU TAU!!!</p> <p>#OldSchoolHotdogCheese</p> <p>013-77174459 (Nadhirah) 013-5815396 (Afif)</p> <p>@Old_School Hotdog Cheese</p>	 <p>Liked by ftinhrzl and 1 other</p> <p>old_schoolhotdogcheese GIVE A TRY WITH OUR GRILLED HOTDOG SAUSAGE 😊😊 Place your order right now , WhatsApp us at https://wa.me/0137717459</p>






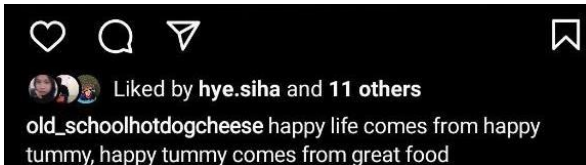




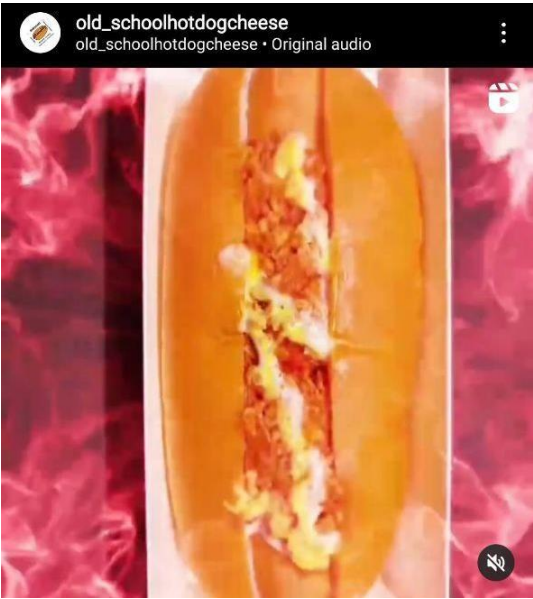





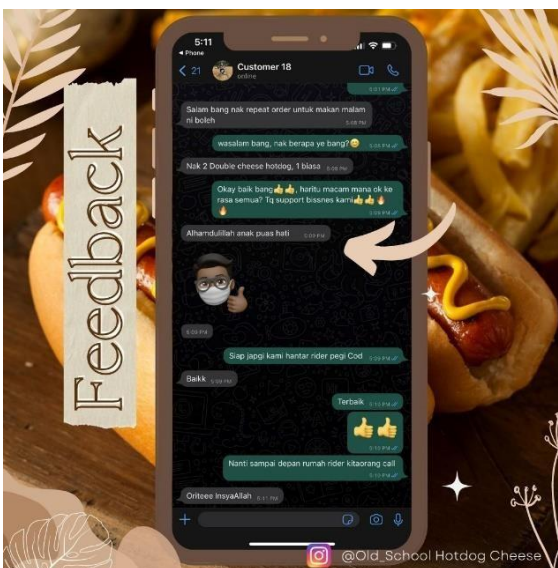
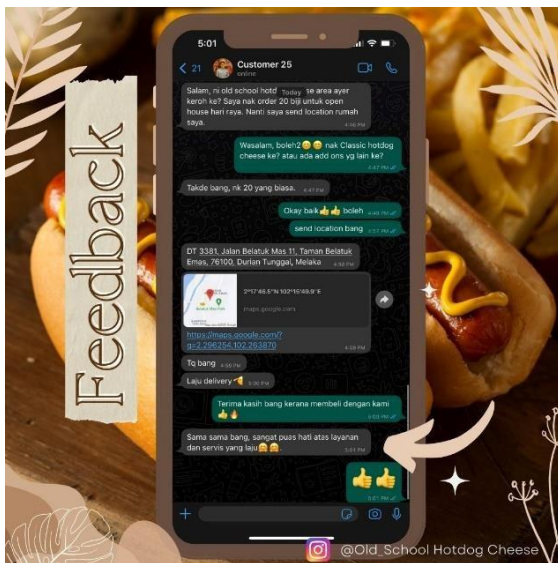
<p><i>Special offer</i> BIRTHDAY PACKAGE BUY 1 FREE 1 <small>T & C : GRILLED PACKAGE ONLY</small></p>  <p>SEND YOUR IC TO VERIFIED YOUR BIRTHDAY  @OLD_SCHOOL HOTDOG CHEESE <small>You can redeem this package!!!</small></p> 	 <p>Liked by hye.siha and 4 others</p> <p>old_schoolhotdogcheese SPECIAL OFFER 🌟 IS IT YOUR BIRTHDAY MONTH ? 🥳🥳🥳 BUY 1 FREE 1 Place your order now with us ! Don't forget to verify your birthday 📅 Hit our DM or message at WhatsApp https://wa.me/0137717459</p>
<p><i>Special offer</i> PARTY PACKAGE BUY 15 FREE 2 <small>T & C : ORIGINAL CLASSIC ONLY</small></p>  <p> @OLD_SCHOOL HOTDOG CHEESE</p> 	 <p>Liked by hye.siha and 1 other</p> <p>old_schoolhotdogcheese BUY 15 FREE 2 Order now at our DM or WhatsApp at https://wa.me/60137717459</p>
  <p><i>Wesak Day</i> FROM TEAM OLD SCHOOL HOTDOG CHEESE  @Old_School Hotdog Cheese</p>	 <p>Liked by hye.siha and 3 others</p> <p>old_schoolhotdogcheese We wish you prosperity and lasting peace and happiness, today and always. Happy Vesak Day 2022!</p>



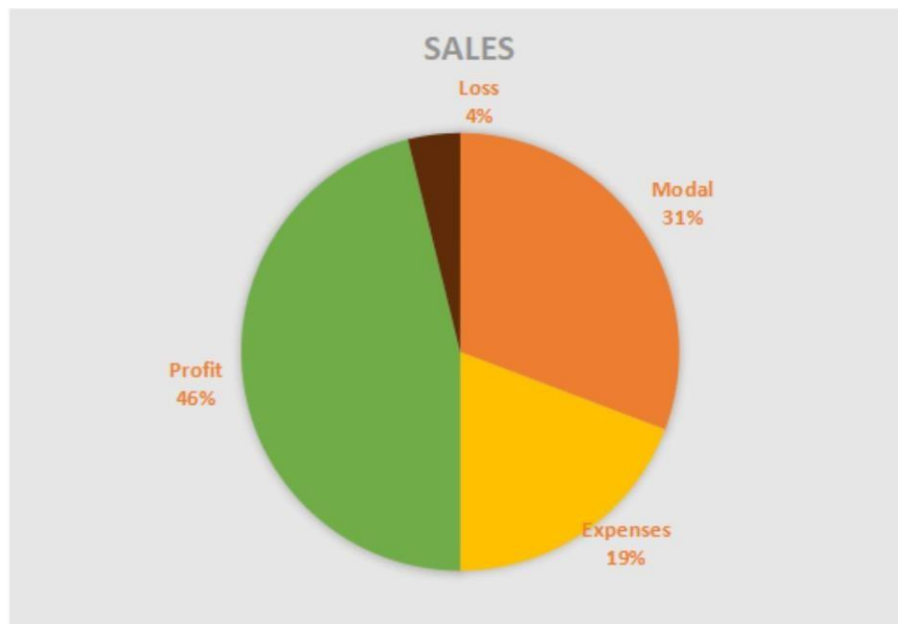
	
	
	



Feedback

3.1 Sales Report



3.2 Conclusion

In conclusion, the business has delivered a satisfactory hotdog cheese to the customers and is well received. Old School Foodie Enterprise is a company that establish mainly to sell hotdog cheese and provide delivery services charging RM0.50 per km or self-pick up. Old School Foodie Enterprise manage to sell 8 different menus to the customer, targeting to those who is too busy to cook their own meal or maybe the customer is a foodie. The menu can be browses through Old School Foodie Enterprise Instagram.

There are two different ways for our company to advertise this business. With help of Instagram application that have such a huge amount user, our company took the opportunity to advertise our business and after 31 creative posts and more than 700 followers, our company able to achieve target sales. Secondly, our business advertised by using Whatsapp application where every contact in our phone able to see what are our company sell in the moment. Our advertisement skill really helps our company to achieve 46% (RM600) of profit while 19% (RM250) stated as of our expenses. 31% (RM400) reported as amount of our modal and 4% (RM50) is our losses that may cause of product damages.

Weakness in acquiring and maintaining consumers, however, is one of the greatest challenges we have in operating our firm. Supposedly, our company must be responsible for serving consumers at random times. Customers remain loyal when their needs are met.

Every consumer must be our first priority, regardless of their ability to pay. Building credibility and trust with our customers will aid in retaining them.

Once getting start into the rhythm of running our own company, may realize that our changing and growing in some moment. Many of us often worry about situations beyond our control. As our company became more established, the things that had always caused us concern turned out to be alright. In life, everything always turns out as it should, so there is no reason for concern.