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With gratitude, all praise for Him, The Creator of all. With all obstacles and hardships that obstruct our path, finally, I am able to reach my goal. Now I am already finished my social media plan report with satisfaction. Without doubt, I would like to say that, during the completion of this course, lots of knowledge and experiences have been obtained. Even though, it is quite difficult for me to complete this task, it is worthy that I learn much from it.

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Last but not least, I hope that the knowledge that I gathered from this task and course will help me to manage my own business and guide me to be successful entrepreneurs in the future. I would like to apologize for all the mistakes that may happen with or without my own concern. Once for all, a great gratitude to Allah and others that have contributed in this task again.

EXECUTIVE SUMMARY

Entrepreneurship is a process of innovation and new venture creation through four dimensions which include individual who actively form is lead their own business nature them for a growth and prosperity. In order to form a business, there are quite numbers of phase that should be understood and develops by entrepreneurs.

Kerepek Krup Krap is a recent set-up traditional crisp retail online establishment in Selangor. Kerepek Krup Krap intends to market its line as an alternative existing traditional crisp and differentiate itself by marketing strategies, exclusiveness and high brands awareness. I am currently using my house and my hostel as small store to keep all of the stocks. Hence, I also provide a delivery service nearby these areas.

I clarified my target market which I think it could bring a very high profit monthly. I had agreed to divide the target market into some categories which are customers. For the customers, I am focusing three types of people which are students, young adults and old adults. I targeted my customers between 18-60 years old.

As I know nowadays, a lot of business that are competing to each other. This is because of as we know, people nowadays love to build their own business. Because of that, I cannot avoid from competitors. So, this is the challenge that I have to accept. To make my business stay competitive that other competitors, I decided to make this business more realistic based on the advanced technology that I have.

Kerepek Krup Krap will provide fast respond, friendly, giving the lower cost and the most important thing is I will provide all the customers wants and needs. I also do posting every day to make sure customers satisfied with the fast service that I gave to them. My business is more focusing on young adult and old adults because basically they are the group with higher demands. This is because most of them already have their own income. With this service, I believed that my business can compete with other competitors within this area.

