



اَوْنُوْا سِيَّتِي تَتَكُوْنُوْا لِيْ فَايُّهَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP

ENT530

SOCIAL MEDIA PORTFOLIO

NAME : SITI AISYAH BINTI HUSNI

MATRIC NUMBER : 2018660576

CLASS : AC2203N

LECTURER'S NAME : SIR ZAIM SALLEH

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Acknowledgment

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I would also like to extend my gratitude to En. Hanafi Bin Ibrahim who prepared me the stock of the Popia Cheese and gave permission to use the Popia Cheese with my own brand “Aqie Cruncheese” to complete this task “Social Media Portfolio”. A special thanks goes to my team mate in that business who help me to assemble the parts of the business and sell product.

Last but not least, many thanks to all my beloved friends whom give me some ideas and inspiration in completing this assignment. I have to appreciate the all of people that help me.

Executive Summary

Aqie Cruncheese expects to catch the interest of a regular loyal customer base with its delicious, affordable price with high quality products. This business plans to build a strong market position in the town, due to the product offers to people is different from others competitive out there. Aqie Cruncheese aims to offer its products at a competitive price to meet the demand.

Products and Services

Aqie Cruncheese offers a crispy, cheesy and spicy popia cheese to all customers and all from high quality ingredients. Aqie Cruncheese providing this snacks with affordable price with high quality and suitable for every people. Aqie Cruncheese also provides a delivery to those who stay in UiTM Puncak Alam. Aqie Cruncheese sells 2 different size packaging which affordable to people especially to students which are RM 6 for jar for 80 gram and RM 5 for pack for 110 gram.

Mission and Vision

The mission is provide the healthier and delicious snacks to customers at the most reasonable, affordable price with high quality. It is because nowadays many snacks are not healthy because of the food colouring and many more. So that Aqie Cruncheese brings to the customers the healthier homemade snacks without food colouring. The vision is to make people enjoy this snacks and to have this product in every home.

Keys to Success

Keys to success for Aqie Cruncheese will include:

1. Providing the highest quality product with affordable price
2. Provide the healthier and delicious snacks and make it suitable for everyone.

Introduction of Business

Aqie Cruncheese is a business sell snack food which called “Popia Cheese”. To make it more unique, I rename it to “Cruncheese” so people will curious about it and to try it. This business is operated by me and located at Parit 9 Ban 2 Sungai Lemau 45400 Sekinchan, Selangor. This business officially started on 7th October 2019 by me. The stock of this “Popia Cheese” I got from Encik Hanafi and I got the permission to sell this product by my own name brand and by my own packaging.

The idea of selling this snack is from my own idea because I know when we stay at college we must getting bored of eating the same thing as a snack. So that I think it will get more attracted from students and yes it is. That is how this business was established. The good response and review from families, friend and other people also the reasons Aqie Cruncheese was formed.

The customers can get in touch with this Cruncheese through Facebook page which the page’s name is Aqie Cruncheese. So that people will easy to know the information about this product. The order can be replaced either on social media sites or through WhatsApp application. Aqie Cruncheese also provides delivery services to customers whom order this snack in UiTM Puncak Alam. Free delivery charge to those who’s stay in college Rafflesia, Angsana and Casuarina only.

My mission is provide the healthier and delicious snacks to customers at the most reasonable, affordable price with high quality. It is because nowadays many snacks are not healthy because of the food colouring and many more. So that Aqie Cruncheese brings to the customers the healthier homemade snacks without food colouring. My vision is to make people enjoy this snacks and to have this product in every home.

Aqie Cruncheese sells 2 different size packaging which affordable to people especially to students which are RM 6 for jar for 80 gram and RM 5 for pack for 110 gram.