



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA PUNCAK ALAM CAMPUS**

FACULTY OF ACCOUNTANCY

BACHELOR IN ACCOUNTANCY (AC220)

PRICIPLES OF ENTREPENEURSHIP (ENT530)

**SOCIAL MEDIA PORTFOLIO**

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GROUP : AC2203E

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## 1.1 ACKNOWLEDGEMENT

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## 1.2 EXECUTIVE SUMMARY

Social media portfolio is an individual project that need each of the student to set up real entrepreneurial business and also need to use social media platform which is Facebook (FB) to marketing purposes. This project also needs student to register entrepreneurial business with Suruhanjaya Syarikat Malaysia (SSM).

For this project, i choose to set up a business which is selling snack food “NZ Crunchies”. This snack is made from popiah skin that has been covered with many flavour such as cheese, chicken floss, matcha, chocolate and salted egg. I choose to sell this snack “NZ Crunchies” from popiah skin because this product is gaining popularity among the people. Other than that, this product comes with affordable price. Besides this snack is suitable to eat at anytime and anywhere.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 BUSINESS PROFILE

**Name of business** : NURHAZIRAH BT MD HAZIR

**Business address** : No 16 Jalan Cermat 2 Taman Kota Masai, 81700 Pasir Gudang, Johor.

**E-mail address** : nrhazirhazir@gmail.com

**Telephone number** : 011-61157126

### 2.2 ORGANIZATION CHART

NZ Crunchies is co-founded by Manager NurHazirah bt Md Hazir assisted by Nurul Nazirah bt Mohd Noorhadi as operation manager and three other staffs/agents which is marketing.

