



اَوْبُوْرَسِيْتِي تِيْكُوْلُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA

FACULTY OF BUSINESS AND MANAGEMENT

OFFICE SYSTEM MANAGEMENT AND TECHNOLOGY

COURSE:

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

PREPARED BY:

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PREPARED FOR:

PUAN RAHAYU BINTI HASAN

SUBMISSION DATE:

22TH JANUARY 2021

EXECUTIVE SUMMARY

Wanys Food has been established in 2014 with just a small number of agents. This business has grown throughout the years and now they own 3,000 outlets with more than 2,000 agents around Malaysia.

We provide tasteful and savoury crunchiness of groundnuts and wonderful traditional taste of Kuah Kacang with an affordable price range. Our target audience is the group of people who loves snacking and those who admire the originality of Melayu spiciness.

In addition, our products have grown from one type of nuts which is the Original taste of nuts to another three types of nuts which are Spicy, Sweet Honey and Rangup. Furthermore, since we are in the midst of pandemic COVID-19, we have launched a new product that is easy to prepare and have an amazing taste. It is called Kuah Kacang Sedap.

We feel that our business can continue to expertise and gained up to the higher level of profit and offer our customers great satisfaction. With the full use of an online platform like Facebook to promote our business and attract online customers and gain more awareness for engagement to generate sales at once. We create postings like teasers, hard sell and soft sell as a sale posting for our business, Wanys Food.


1.0 GO-ECOMMERCE REGISTRATION

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PERSONAL PROFILE **BUSINESS PROFILE**


NURHAFIZATUL SYAFINA BINTI AZMAN

Company Name	: Wany's Snacks	Company Registration No.	:	Edit
Type Of Business	: Enterprise	Business Role	:	Agent
Facebook Page	: https://www.facebook.com/wanysnackss/	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages
Wechat for Business Marketplace	: None	Business Instagram Page	:	
Business Related to Your Study Field	: Yes	Business Website	:	www.facebook.com/wanysnackss
		Type Of Website	:	
		Experience in International Export	:	

Available Contest


Hello there! My name is Abang Iz and I'm here to assist you.



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PERSONAL PROFILE **BUSINESS PROFILE**


NURHAFIZATUL SYAFINA BINTI AZMAN

Personal Information


Name	: NURHAFIZATUL SYAFINA BINTI AZMAN	Phone/Mobile	: 0136127812	Edit
New Identity Card No.	: 981125045394	Home Address	: No.9, Jalan Bayan 3	
Email Address	: hafizatulazman@gmail.com	District	: Bandar Melaka	
City	: Melaka	Postcode	: 75450	
State	: Melaka	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Institution Information

eCertificates

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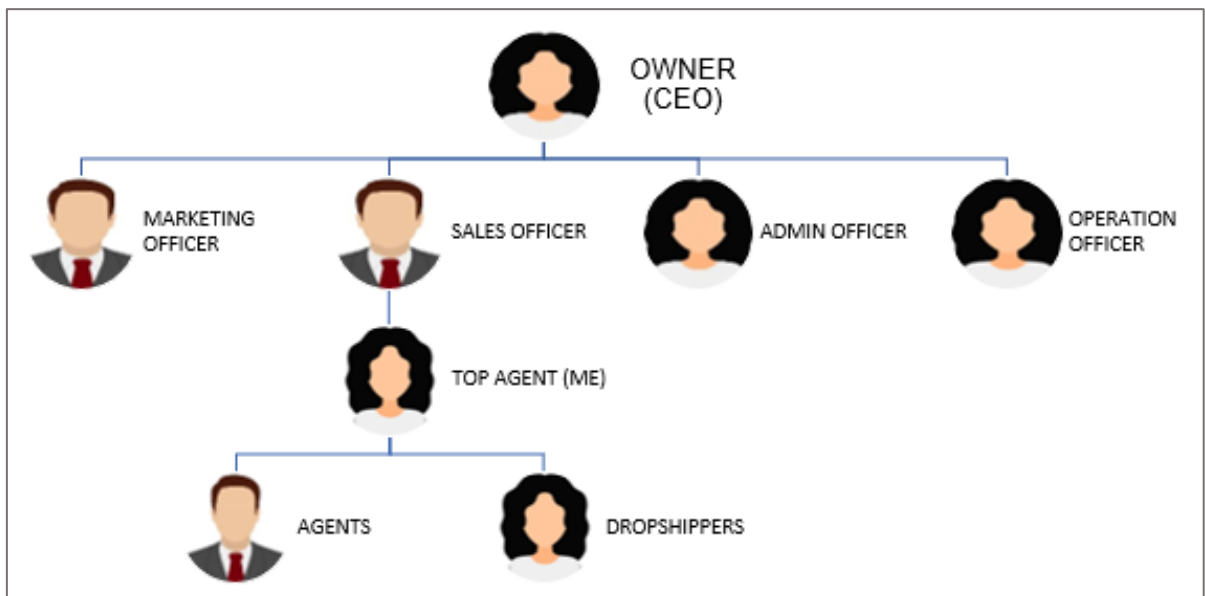
2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of the Business

- Name of the business:
Wanysnackss
- Address of the business:
No.3a, Lekas Technology Park, Jalan Besi 1/1, Kawasan Perindustrian Sg Purun
43500 Semenyih.

2.2 Organizational Chart

Our company operate under one Chief Executive Officer (CEO) and consist of 4 officer managers which are Marketing Department, Sales Department, Administration Department and Operational Department. Each department exist another sub-category that describes other roles and responsibilities.



2.3 Mission and Vision

Mission:

- We are committed to maintaining and gives the best services to our beloved customers by producing products suits local and international standards taste.
- Our goal is to produce the best food and snack-based products and be able to produce 30,000 successful Wanys entrepreneurs by 2025.

Vision:

- We aim to build success and high quality of snacks for every level of age group.
- We are intent to bring the name of Wany's Foods to international to generate a long term advantage thus also in maintaining a good relationship with our business partner.
- We aim to become the 5 best food and snack companies in Southeast Asia by 2025.

2.4 Descriptions of the Products or the Services

We have two products marketed under Wanysnackss. Kacang Sedap is very light and crunchy. A favorite among ground-nut-based for snack lovers. These nuts can be eaten with a variety of foods and used as an additional side dish, while in jam or on long journeys. It can also be used as a souvenir for a wedding party etc. This product is available in two sizes which are ordinary jars and jumbo jars.

Kuah Kacang is premixed with the ingredients and spices. An instant formula suit for family meals and best for travelers who need the similar taste of traditional Kuah Kacang. Just need to boil the water and add in Kuah Kacang, bring it to boil again and it is ready to be served. Best served with tauhu goreng, vegetable/egg salad, satay goreng and the list goes on. Both these products are Muslim friendly and not suitable for those with nut, wheat and egg allergy or intolerance.

2.5 Price list

- Wanys Kacang Sedap (±240g): RM10
- Wanys Kacang Sedap Jumbo (±380g): RM15
- Wanys Kuah Kacang Sedap (±380g): RM15

21.



Wany's Snacks

TOP BRAIN FOODS FOR STUDYING AND EXAMS

When you're a student trying to memorize and understand a lot of new information, it's important to keep your health in top shape. Staying healthy can promote academic performance and help you reach your educational goals.

1. Berries

Berries are rich in a variety of compounds that may help promote academic performance and protect the health of your brain. Berries, including blueberries, strawberries, and blackberries, are especially high in flavonoid compounds called anthocyanins.

Anthocyanins are believed to improve mental performance by increasing blood flow to your brain, protecting against inflammation, and improving certain signaling pathways that promote nerve cell production and cellular processes involved in learning and memory.

2. Dark chocolate and cocoa products

Cocoa has the highest flavonoid content by weight of any other food, which is why cocoa products like chocolate significantly contribute to dietary flavonoid intake. Consuming flavonoid-rich cocoa products may favorably affect brain health. Other studies have shown that cocoa intake may help reduce mental fatigue, improve blood flow to the brain, and boost memory and reaction time on mental tasks.

3. Nuts

Nuts are packed with nutrients that are essential for brain health, including vitamin E and zinc. They're also portable and versatile, making them an excellent choice for study snacks. Nuts are concentrated sources of healthy fat, protein, and fiber, and they can help keep you fueled throughout marathon study sessions. Plus, some research shows that snacking on nuts may even help improve certain aspects of brain function.

If you're looking to enhance your mental performance and improve your overall health, try adding a few of the foods listed above into your diet.

Source: Healthline

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<https://www.facebook.com/wanysnackss/>



TOP BRAIN FOODS
FOR STUDYING AND EXAMS

@wanysnackss

4.0 CONCLUSION

In conclusion, this subject is necessary for the student's knowledge and experience. It plays an important role because we practice real entrepreneurship and handle the business individually by using social media platforms like Facebook throughout the semester.

This task showed that social media is a vital source to promote products for business marketing purposes. Following this, social media help so much to connect with the customers and gain their trust for the service I provided. Throughout the journey since the first day that I open the business, I have created more than 91 engagement of customers.

During the completion of this assignment, I learn a lot about time management and the skills in copywriting to attract the possible customer to buy our product. I have created posts like teasers before the launch of the product. Hard sell posts help me to promote the products with interesting pictures and captivating copywriting. Moreover, soft sell posts play a major role to spread awareness and gain the customer's trust towards my business. In my opinion, the graphic pictures are the most important part where the customer would see first when they pay a visit to our social media page.

This ENT530 subject is good to develop skills and thinking skills for the students to create a unique business idea. Online business is one of the effective tools to run a business. I believe that this knowledge I gain can help me a lot to improve my business in the future.