



SOCIAL MEDIA PORTFOLIO REPORT

TITLE: KRISPEKUKIES

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF BUSINESS AND
MANAGEMENT (BA242)

SEMESTER : 2

NAME : AISHAH NISA BINTI FAYROUZ (2020859636)

GROUP : BA2422B

LECTURER : PUAN WAN HASMAT BINTI WAN HASAN

EXECUTIVE SUMMARY

The overview of this social media portfolio report is I managed to get a lot of new knowledge and information about businesses and entrepreneurship world. This business is a sole proprietorship business. Krispekukies is a start-up business owned by myself where I began this business plan as to provide customers with good and delicious Mouthgasm cookies and crunch in Malaysia. Krispekukies is a business that act as a promoter for Mouthgasm cookies and crunch. My business has grown quite substantially from these early beginnings, and today Krispekukies has gain more profit and income since the Mouthgasm came out with the new flavour for their cookies and crunch.

As we know, there are many other businesses that sell variety of chocojar nowadays. Thus, I decided to start up this business to generate more profit and revenue for myself. I choose to establish my business is because there is a high demand from customers for Mouthgasm cookies and crunch. I wish to expand my business to all countries in Peninsular Malaysia in the future when my business is stable. In this social media portfolio, I managed to analyse several information regarding my business in terms of teaser, hard sell, and soft sell.

Since Krispekukies act as a promoter for Mouthgasm cookies and crunch, it is important to know several techniques in order to market the business and the product itself. This includes teaser, soft sell, and hard sell. The reason why it is vital to do a proper technique is because a good marketing could attract the customers to buy our product and thus, will increase the profit of the business.

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1.0 GO-ECOMMERCE REGISTRATION

PERSONAL PROFILE

BUSINESS PROFILE



Aishah Nisa binti Fayrouz

Personal Information

Name	: Aishah Nisa binti Fayrouz	Phone/Mobile	: 01128340382	Edit
New Identity Card No.	: 990726105940	Home Address	: 3011 (P) Rmh Pengarah Penjara Seremban	
Email Address	: aishahnsafyrz@gmail.com	District	: Jln Muthucumaru	
City	: Seremban	Postcode	: 70990	
State	: Negeri Sembilan	Personal Instagram	: aishahnisafyrz	
Personal Facebook	: Aishah Nisa	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Institution Information

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UiTM Melaka Kampus Bandaraya Melaka - ENT 530 FIN 2B

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Melaka	Name of Institution	: UiTM Melaka Kampus Bandaraya Melaka	
Address of Institution	: UiTM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	: Bandaraya Melaka	
		Postcode	: 75300	
District of Institution	: Melaka Tengah	Study Status	: Full time	Edit Delete
Level of Study	: Bachelor Degree	Class Name	: FINANCE	
Course Name	: ENT 530 FIN 2B	Year Enrolling the subject	: 2020	
Subject Name	: PRINCIPLES OF ENTREPRENEURSH IP	Lecturer Name	: WAN HASMAT WAN HASAN	
Month Enrolling the Subject	: 10	Year Of Internship Enrollment	: 2020	
Internship Enrollment	: Yes	Period of Internship Training	: 3 Months	
Month of Internship Enrollment	: August	Expected Month To Complete Study	: 3	
Expected Year To Complete Study	: 2023			
Related To Study Field	: Yes			

PERSONAL PROFILE

BUSINESS PROFILE



Aishah Nisa binti Fayrouz

Company Name	: KrispeKukies	Company Registration No.	:
Type Of Business	: Enterprise	Business Role	: Agent
Facebook Page	: KrispeKukies	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages
Wechat for Business	:	Business Instagram Page	:
Marketplace	: Others,Shopee	Business Website	:
Business Related to Your Study Field	: No	Type Of Website	:
		Experience in International Export	: No

2.0 INTRODUCTION OF BUSINESS



Figure 2.1 Business Logo

Krispekukies is a business that sells Mouthgasm cookies and crunch. The nature of my business will be concentrated more on the production of food and beverages. As we know, food and beverages industry are a growing business sector in Malaysia. It deals with the practice of strengthening the process of serving the public with products and services which benefit the general public's interests. Krispekukies concentrated more on light food such as chocojar because it is easy to serve to customers. The main reason why I choose to open a food and beverages business is because it is easier to gain profit compared to other industry or sector. This is because food is something that provides nutrients. Nutrients are substances that provide energy for activity, growth, and all functions of the body such as breathing, digesting food, and keeping warm materials for the growth and repair of the body, and for keeping the immune system healthy. Thus, the demand for food is higher every single day.

Krispekukies is owned by Aishah Nisa binti Fayrouz. The business commenced on 24th October 2020. Actually, Krispekukies is a business that act as a promoter for Mouthgasm's product. Krispekukies is available in digital online platform such as Facebook and WhatsApp. One of the advantages of online platform is we can reach more customers day by day since people nowadays spend most of their time on the internet especially Facebook and WhatsApp. During this pandemic Covid-19, mostly peoples prefer buying food online rather than offline where they need to go to the physical store in order to get what they want at that moment. Krispekukies also provide delivery services for our beloved customers. The charges are depending on the customers' location. The orders will be delivered by J&T Express (Malaysia) Sdn Bhd. The most importantly, Krispekukies's target market is for customer who wants a simple and effortless food for snacking. Therefore, Mouthgasm cookies and crunch is suitable for them.