

#### **FACULTY OF BUSINESS MANAGEMENT**

# BACHELOR DEGREE IN OFFICE SYSTEMS MANAGEMENT (HONS) BA232

## PRINCIPLES OF ENTREPRENEURSHIP ENT530

INDIVIDUAL ASSIGNMENT SOCIAL MEDIA PORTFOLIO



**FACEBOOK PAGE: Krunchy.kapit** 

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**CLASS: BA232 3D** 

**SUBMISSION DATE: DECEMBER 30, 2020** 

#### **ACKNOWLEDGEMENT**

Assalamualaikum, in the name of Allah, the most beneficent, the most merciful, I would really like to give my utmost gratitude to Allah S.W.T as through His guidance and blessing, I managed to accomplish this assignment effectively.

After that, I am Nur Farah Nabilah Binti Ishak and I would like to express the whole gratitude and my deepest appreciation to everyone who corporate with me while finishing this "Social Media Portfolio" assignment. I would like to acknowledge with full appreciation our lecturer because this assignment would not be complete without help from Dr. Syukrina Alini Mat Ali as our Principles of Entrepreneurship (ENT530) lecturer. Thank you for teaching my classmates and I in the right way and without her encouragement, for sure my classmates and I will be having a hard time to finish this assignment.

A special thanks to my parents and family for their endless support and giving a lot of encouragement morally and physically for finishing this assignment. Last but not least, thank you very much to all my friends and classmates, who helped me a lot, supported me and shared all the knowledge with me in finishing this assignment within the limited time frame. A big clap for my classmates and I for being able to give the best concentration and time by completing the case study assignment.

#### **EXECUTIVE SUMMARY**

Krunchy.kapit is a sole proprietorship business where it is managed by the owner or the founder of Krunchy.kapit which is Nur Farah Nabilah. Krunchy.kapit already registered under Go-eCommerce and the products that Krunchy.kapit sells are called Kuih Kapit or they called it as Love Letter. The texture of Kuih Kapit which is very crunchy and crispy with a very delicious crust that is suitable to all types of age especially teenagers and adults. Krunchy.kapit modified the Kuih Kapit into a modern style and wants to follow the era of modern to adapt the taste of people nowadays. Krunchy.kapit business also has the mission and vision itself to run the business with effective guidance and to achieve the goals. Krunchy.kapit also provides a better and affordable price which corresponds to the ingredients.

The modern Kuih Kapit that Krunchy.kapit sells have four types of Kuih Kapit. The four types of Kapit Kapit are the original and with three flavors which are chocolate, peanut and matcha. Krunchy.kapit also has two types of toppings, the first one is roasted peanut chunks and the second one is rainbow rice. Thus, Krunchy.kapit decided to run a business selling kuih kapit by using a very good social media platform which is by creating a Facebook page to promote this business in many ways.

In addition, a Facebook page really helps Krunchy.kapit in promoting the business to be more successful by using copywriting like softsell posting and hardsell posting, giving a teaser of the products and also always posting about anything to attract the customers to know more about the products that Krunchy.kapit sell. Krunchy Kapit already managed the Facebook page layout and customized the Facebook page URL to make it easier for customers to search and go to the Facebook page.

Making teasers is one way of the postings made by Krunchy.kapit before revealing the products. This is to make customers wonder and want to know about this Krunchy.kapit product. In addition, Krunchy.kapit also uses this teaser method to give customers unknown dates or something coming soon such as promotion or sale for an event or such as a special and festive season. For example, Krunchy.kapit made a sale for any two toppings which are roasted peanut chunks and rainbow rice for a limited time and quantities.

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#### 1. GO-ECOMMERCE REGISTRATION

#### 1.1. Personal Profile

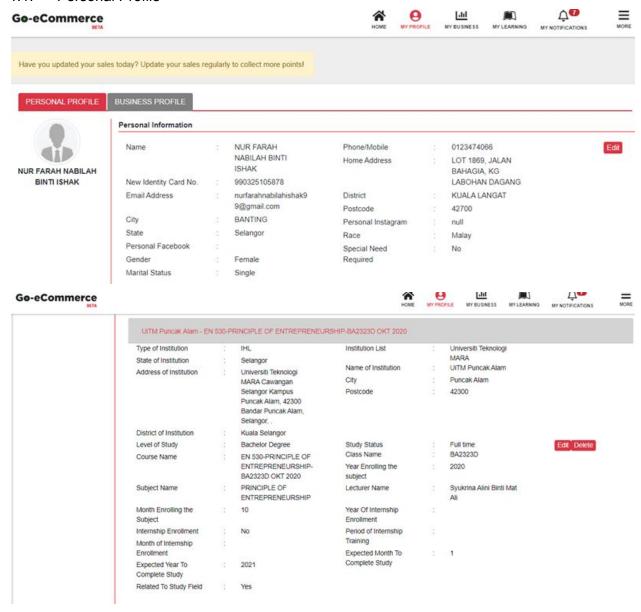


Figure 1: Personal Profile of Go-eCommerce