



اَوْنِيُوَسِيْتِي تِي كُونُو لُو كِي مَارَا
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GROUP: BA242 4B

ENT530

PRINCIPLES OF ENTREPRENEURSHIP



INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

(LUNCH BOX KYEWO)

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EXECUTIVE SUMMARY

This case study is an advanced and the last part of the assignment and this assignment truly bring the value of entrepreneurship in myself. other than that, this assignment makes me understand better regarding the business on social media which is we use Facebook as our platform. So, from this assignment I got the opportunity to make online business by using social media which gives me a lot of information on how to understand the process and implement it in the future. Due to that, I collected the information by completed all the requirements that needed by the assignment.

Objective of this assignment is to work on the business that my social media can provide. According that, I come with business of Lunch Box Kyewo which it is a business that sells lunchbox. In addition, by doing this assignment, I need to recognize what my mission and vision is so that I know what I actually doing without getting wrong.

From this assignment, I can identify the customer's needs and wants. Customers can get service of my lunchbox with affordable prices. I will make sure to satisfy customers by providing the quality services and posting a lot of beneficial information at my social media.

Next, I study about how to do the marketing and its operational strategy which I used to promote the business which I find its quite interesting. From posting the teaser also the soft sell and hard sell. Lastly, I also know the struggle behind all the online business because to attract customer by depends on the posting only are not enough. We need to be creative in wording or caption too to make people become attracted with us.

In this assignment, everything that I learned were very interesting and surely can be implemented in real life at near future.

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INTRODUCTION OF BUSINESS

- ❖ Name and address of business



My social media business name is Lunch Box Kyewo. This business is where I bring to customer, the variety of food from local to western to even Korean food. The food also will be delivered directly to customer's front door. 'Lunch Box' named was typically because I sell lunchbox and 'Kyewo' came from Korean words which means 'Cute' in English. The reason why I decided to sell lunchbox were because I like to sell food where it is something that all people want everyday so I came with this idea to make customers stop being worry when lunchtime arrived and did not know what to eat. I hold the responsibility to do the job properly by planned the menu and served the best quality of food only with affordable price.

My business was located at Selayang baru, Gombak, Selangor. My business is involving cooking and packaging so, it is easy for me to only work from home because I have complete tools that I needed on completing the process. In addition, by starting my business from home, I can save the cost and avoid any over-expense. For small business like me, I really want to minimum the money outflow and maximum the money inflow.