



اَوْنِبُوْرَسِيْتِي تِي كِنُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**Krunchyzz**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**PROJECT TITLE** : SOCIAL MEDIA PORTFOLIO

**FACULTY & PROGRAMME** : Faculty of Accountancy  
Degree in Accountancy (Hons.) AC220

**SEMESTER** : Semester 4 (2020/2021)

**NAME** : Muhammad Nazrul Hakimi Bin Azmi (2020982341)

**LECTURER** : Madam Nurakmal Binti Ramli

## **TABLE OF CONTENT**

	<b>PAGE</b>
COVER PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
<b>EXECUTIVE SUMMARY</b>	iv
<b>1. E-COMMERCE REGISTRATION</b>	
<b>2. INTRODUCTION OF BUSINESS</b>	
• Name and address of business	
• Organizational chart	
• Mission / vision	
• Descriptions of products / service	
• Price list	
<b>3. FACEBOOK</b>	
• Creating Facebook (FB) page	
• Customing URL Facebook (FB) page	
• Facebook (FB) post – Teaser	
• Facebook (FB) post – Copywriting (Hard sell)	
• Facebook (FB) post – Copywriting (Soft sell)	
• Graphics	
<b>4. CONCLUSION</b>	

## **EXECUTIVE SUMMARY**

Krunchyzz is a business run by Muhammad Nazrul Hakimi bin Azmi. It operates in the rural area in Sungai Besar, Selangor. Snacks manufacturing was its main activity. Their products are still new in the market and initially, they didn't have potency to compete with the same products produced by its competitors. Besides, it does not have any sophisticated machineries to ensure the massive production of its products.

However, Krunchyzz will ensure that the quality and hygiene of its products can be preserved. Krunchyzz have introduced few snacks and they will produce another products after providing suggestions from their potential customers.

Krunchyzz also have create its own official Facebook page to promote their products and run their effective marketing strategies. It believes that through that platform, it can attract more customers regardless of ages and races. It is because there are many types or categories of people those are using Facebook in their daily life.

## **INTRODUCTION OF BUSINESS**

### **a) Name and address of business**

<b>Name</b>	Krunchyzz
<b>Tagline</b>	Crunchy until the last bite
<b>Address</b>	Lot 115, Jalan Parit 18, Kampung Sungai Panjang, 45300 Sungai Besar, Selangor.
<b>Telephone number (WhatsApp)</b>	011-65201470
<b>Form of business</b>	Sole proprietorship
<b>Main activity</b>	Food manufacturing
<b>Date of commencement</b>	21 <sup>st</sup> November 2020

b) Organizational chart



MUHAMMAD NAZRUL HAKIMI BIN AZMI  
(OWNER)

WORKERS