



اَوْنَبُوْرُ سَيِّتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

MUHAMMAD NUFAIL AMNI BIN MOHD NIZAM
ENT530 AC220B4D

2020963149

LECTURER : MADAM NURAKMAL BINTI RAMLI



(01)

Jr. Brew Coffee and Tea

EXECUTIVE SUMMARY

Jr. Brew is an enterprise established in January 2021 that focuses on vending brewed coffee and tea located in Hulu Langat, Selangor. Coffee and Tea are popular beverages and enjoyed by many however not everyone can afford them since it is quite costly compared to other beverages such as soft drinks and iced Milo. Therefore, we chose to take part in this kind of business to give the community an opportunity to enjoy these beverages for a better price.

We identified a few segments as our target market which include local residents as Hulu Langat is considered a residential area.

Jr. Brew is a great place for folks to gather with family and friends to have a good time socializing. Other than that, we also identify the working class as our target market as Hulu Langat is very close to cities including Kuala Lumpur and Ampang. These people usually have tight schedules and loves a cup of coffee to replenish their drained energy. High school students are also a great audience as they seldom seek places to socialize with their peers.

As for marketing strategy, we emphasize on providing a more price friendly product without jeopardizing its quality. We aspire to provide quality products as good as other chain competitors that have been in the business for a long time. Thus, this strategy would attract our consumers especially coffee enthusiasts to prefer us as their coffee providers. Besides that we also run a Facebook page to spread the word of our business through social media using various techniques like teasers, soft sell and hard sell.

Lastly, we hope that with our sincere and planned out approach, we would be able to achieve our vision in expanding our business into multiple outlets so that other people would be able to reap the benefit of enjoying these beverages at a more reasonable price.

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INTRODUCTION OF BUSINESS

Business Name

Jr. Brew Coffee and Tea

Owner's Name

Muhammad Nufail Amni
bin Mohd nlzam

Address

Lot 62, Jalan Lagenda Suria 3,
Taman Lagenda Suria, 43100
Hulu Langat, Selangor

Telephone Number

011-52061151

Form of Business

Sole Proprietorship

Main Activity

Food and Baverages

Commencement
Date

1/1/2021

ORGANIZATIONAL CHART

Since Jr. Brew is a small start-up business and operating amidst a pandemic, we operate with only three personnel to minimize cost. The Barista is the only one with a specific job scope. The owner and other employee's job scope is not specified.



OWNER

MUHAMMAD NUFAIL AMNI BIN MOHD NIZAM



BARISTA

ZAFRAN BIN ZAINUDDIN



EMPLOYEE

ADAM BIN BAHARUDIN