



اَوْنِيُوْرَسِيْتِي تِي كُوْلُوْجِي مَنَارَا
UNIVERSITI
TEKNOLOGI
MARA



69

SOCIAL MEDIA PORTFOLIO

MUNIE'S SNACK

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

NAME :	Munirah Binti Mohd Radzi
STUDENT'S ID :	2014972785
FACULTY :	Faculty of Business Management
PROGRAMME :	Bachelor of Business Administration (Hons.) uman Resource Management (BM243)
GROUP :	NBH6B
LECTURER :	Madam Zanariah Binti Zainal Abidin

- snack T/SS/HS
- H/HS/HS
- tensor x
- soft cell x
12/5

ACKNOWLEDGEMENT

Praise to Allah SWT, whom with His will, has given us the opportunity to complete this social media portfolio. This portfolio report was prepared for Universiti Teknologi Mara (UiTM), basically for student that taking subject ENT530 which is Principles of Entrepreneurship

The special thanks goes to my beloved lecturer Madam Zanariah Binti Zainal Abidin for the guideline and support that she gave truly helps the progression and smoothness of the entrepreneurship business through social media. The cooperation is much indeed appreciated.

My grateful thanks also go to my family and friends who had given us generous support and tried their best either by giving us a lot of encouragement to finish this dissertation or by supporting us financially to cover all the cost required to complete this social media portfolio.

EXECUTIVE SUMMARY

Munie's Snack is a new local company that located in Puchong, Malaysia. The name of this company is come out from the nick name of the owner which named Munirah Binti Mohd Radzi. The journey is begin on April, 2018 when I start to make a very delicious cookies by my own recipe for Hari Raya festive. But after too much demanding on my cookies I decide to continuously produce a cookies all the time. On February 2019, I start to doing hardly promotion by creating a Facebook page for my brand.

I start the business with the small total capital of RM5000 as it is enough to run my business based on order received at that time. For the first time, I do my business alone but after almost 1 year, I have 3 general workers. 2 assistant baker to help me in the kitchen and 1 for deliver my cookies. This is because I can gain a profit two times from my first capital.

As an empire of traditional and modern cookies and snacks, I am providing a special and delicious traditional cookies such as Kuih Ros, Bahulu, and Kuih Karas kedah. Modern cookies like Dahlia Susu, Almond London, Ghost Choc Chip is the most customer's favourite and Banana Chips is a snack for all the time. I am make sure all my cookies and snacks is homemade and made from a high quality.

My target market is focus on all individual especially workers who not have enough time to make their own cookies and cookies lover. I provided "cash on delivery" (COD) within Lembah Klang area and nationwide if the order minimum 100boxes. What I hope is, by doing an aggressive promotion such as through media social, it can help me to build my brand which is Munie's Snack to be well known in the world and Malaysian especially.

TABLE OF CONTENT

	PAGE
TITLE PAGE	1
ANKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
TABLE OF CONTENT	4
1. INTRODUCTION	5
1.1 Name and address of business	5
1.2 Organizational chart	5
1.3 Mission / vision	5
1.4 Descriptions of products / services and price list	6 -7
2. FACEBOOK PAGE	8-10
3. TEASER	11
4. HARD SELL	12-15
5. SOFT SELL	16-18
6. OTHER COMPONENTS	19
7. CUSTOMER'S FEEDBACK	20
8. CONCLUSION	21

1. INTRODUCTION

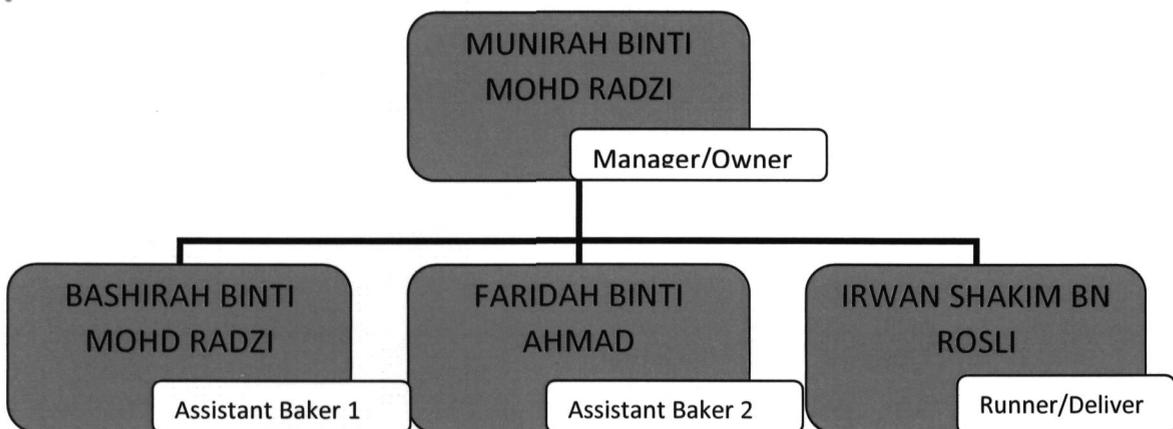
1.1 Name and address of business

For the time being, this company is using my house as a business location.

Name and location of business as below :

Munie's Snack Sdn Bhd
Blok H-13-3, Desa Setia Wira,
Jalan Buku Lima, 51000 Kuala Lumpur

1.2 Organizational chart



Mission

To make people repeat order after buying once.

Motto

Everyone's must get one!

Vision

To build a brand of Munie's Snack to be well known in the world market and Malaysian especially.