



اُونِيُوَرَسِيْتِي تِي كُونُولُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



Crunchcookiebysufa

**PRINCIPLES OF ENTREPRENUERSHIP (ENT530):
SOCIAL MEDIA PORTFOLIO**

Faculty : FACULTY OF BUSINESS AND MANAGEMENT
Program : BA 232
Program Code/Class : BA 232 3A
Course : PRINCIPLES OF ENTREPRENEURSHIP
Course Code : ENT 530
Semester : MARCH-AUGUST 2021
Name : SUFA NURAFIFAH BINTI MOHD FADZIL
Student ID No : 2020987553
Name of the Company : CRUNCH COOKIE ENTERPRISE

Submitted to:

MADAM ZAINAH BINTI JALIL

Submission Date:

8th July 2021

EXECUTIVE SUMMARY

The overview of this social media portfolio report has gained a lot of new knowledge and information in the world of business and entrepreneurship. The business activities that I have offers to the customers is by selling the food products. This business is the sole ownership. Crunchcookiebysufa is a start-up business that I own, and I started it with the intention of providing customers in Malaysia with good and delicious snack which is choco jar called Mouthgasm crunchy. Cruncookiebysufa is a business that act as a promoter for Mouthgasm cookies and crunch. My business is located at No 61, Persiaran SIBC 4, Bandar Seri Iskandar, 32610 Seri Iskandar, Perak. "Taste the delicious" is a trademark for my business. The main goal of the company is to provide customers with a unique and delicious snack of mouthgasm crunchy at an affordable price and with the luxurious taste of Malaysia. According to customer feedback, our product had a fantastic taste because the premium ingredient of the Mouthgasm Crunchy made our customers remember the flavour.

A Facebook page was created to expand my business and through my social media the proper techniques to advertise for the services. Such as teaser posts, soft sell posts, and hard sell posts. The reason why it is vital to do a proper technique is because a good marketing could attract the customers to buy our product and thus, will increase the profit of the business. I've posted some information on my Facebook page about how to order products from me. My Whatsapp number, price range, and other details are available on my Facebook page. In my Facebook page of Crunhcookiebysufa, I have practiced all of the method in order to attract the intention from the customers in the Facebook. It is very effective because those methods are the best way to capture the customer's intention. Furthermore, Facebook is an effective way to connect with people from different places and time.


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PERSONAL PROFILE BUSINESS PROFILE



SUFA NURAFIFAH BINTI MOHD FADZIL

Personal Information

Name	: SUFA NURAFIFAH BINTI MOHD FADZIL	Phone/Mobile	: 0176210024	Edit
New Identity Card No.	: 990426015230	Home Address	: No 12, JALAN AMAN 4 TAMAN DAMAI JAYA	
Email Address	: Sufanurafifah26@gmail.com	District	: SKUDAI	
City	: JOHOR BAHRU	Postcode	: 81300	
State	: Johor	Personal Instagram	: sufanurafifah	
Personal Facebook	: Sufa Nurafifah	Race	: Malay	
Gender	: Female	Special Need	: No	
Marital Status	: Single	Required		

PERSONAL PROFILE

Go-eCommerce BETA

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UITM Melaka Kampus Bandaraya Melaka - SARJANA MUDA PENGURUSAN SISTEM PEJABAT (BA232)

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Melaka	Name of Institution	: UITM Melaka Kampus Bandaraya Melaka	
Address of Institution	: UITM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	: Bandaraya Melaka	
District of Institution	: Melaka Tengah	Postcode	: 75300	
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: SARJANA MUDA PENGURUSAN SISTEM PEJABAT (BA232)	Class Name	: M1BA232 3A	
Subject Name	: PRINCIPLES OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2021	
Month Enrolling the Subject	: 3	Lecturer Name	: Zainah Jalil	
Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	: 7	
Related To Study Field	: Yes			

INSTITUTION INFORMATION

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE

BUSINESS PROFILE



SUFA NURAFIFAH BINTI
MOHD FADZIL

Company Name	: Crunch cookie	Company Registration No.	:	Edit
Type Of Business	: Enterprise	Business Role	:	Dropshipper
Facebook Page	: crunchcookiebysufa	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: None	Business Website	:	
Business Related to Your Study Field	: Yes	Type Of Website	:	
		Experience in International Export	:	No

BUSINESS PROFILE