

FACEBOK PAGE: Tasty Mellow Crunch



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ENT 530
PRINCIPLE OF
ENTREPRENEURSHIP

SOCIAL MEDIA
PORTFOLIO

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PREPARED TO :

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EXECUTIVE SUMMARY

Mellow Crunch was produced by Hanif Jamal. At the beginning of this business, the operation is they released only one flavor which is Mellow Crunch. Mellow Crunch has very exclusive ingredients which are Crispy Choco Balls, Melted Chocolate, and Choco. The sales for this product are increasing. Then, after a few months in the market, Hanif Jamal released the second flavor which is Mellow Cookies in the year 2021. These cookies come out with Dinosaur Cookies, Melted Chocolate, and Milo Powder.

The target audience of Mellow Crunch is chocolate and cookies lovers. Other than that, our product is also suitable for all ages because the taste is not too sweet and the kids also love it. The main objective of this business is to give people a sense of luxury while each bite of the cookies at affordable price.

Mellow Crunch using Facebook Page as a platform to attract with customers and give them more awarenesss about the product and give some knowledge about cookies as well as can generate more sales. Mellow Crunch promoted the cookies by doing teaser posts, soft sell, and hard sell posting on Facebook Page. All the detail for the product are clearly provided in posting that customers can gain sufficient information about Mellow Crunch before they purchase.

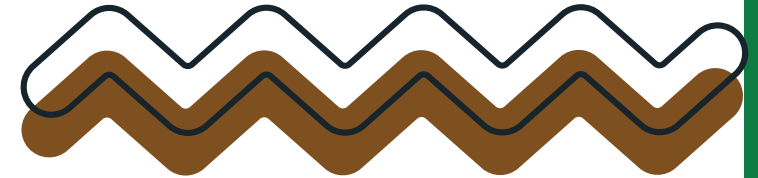
TABLE OF CONTENT



	Page
Acknowledgement	i
Executive Summary	ii
Table Of Content	iii
Go-Ecommerce Registration	1
Introduction of Business	
Name and address of business	2
Organizational chart	2
Mission & Vision	2
Descriptions of product / service	3
Price list.	4
Facebook (Fb)	
Facebook (FB) Page	5-6
Customing URL Facebook (FB) Page	6
Facebook (FB) Post - Teaser	7-8
Facebook (FB) Post - Copywriting (Hard Sell)	9-16
Facebook (FB) Post - Copywriting (Soft Sell)	17-24
Graphics	25-27
Conclusion	28



INTRODUCTION OF BUSINESS

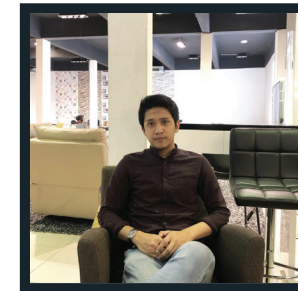


NAME OF PRODUCT	Mellow Crunch
ADDRESS	Shah Alam, Selangor
CANTACT NUMBER	017-746 4644

MISSION : To provide chocolate satisfaction to customers.
To be the first choice of customers.
To give customers a real taste of chocolate.

VISION : To be the first cookies in Malaysia and known abroad.

Organizational Chart



Manager
Hanif Jamal



DESCRIPTION OF THE PRODUCT



Mellow Crunch is the business that selling the cookies and crispy balls coating with the premium chocolate. The reason why I choose to selling Mellow Crunch is because it is marketable and addictive. Mellow Crunch come out with two type of flavour which are Mellow Crunch and Mellow Cookies.

Mellow Crunch made of the Crispy Choco Balls, Melted Chocolate and Cocoa Malt Powder. For the Mellow Crunch made with Crispy Cocoa Cookies, Melted Chocolate and Cocoa Melt Powder. The packaging of Mellow Crunch and Mellow Cookies is convenient to carry everywhere because it is high quality jar where you just put in your beg and you can bring everywhere.

