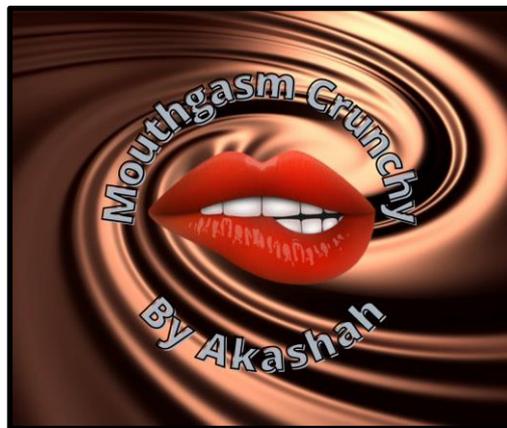




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UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
DEGREE IN ISLAMIC BANKING
(BA249)**

**PRINCIPLE OF ENTREPRENEURSHIP
ENT530**



**Social Media Portfolio Report:
Mouthgasm Crunchy By Akashah**

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ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah S.W.T the Almighty, for his shower of blessings throughout our assignment to complete with successfully and ease.

I would like to express our deep and sincere gratitude to Puan Siti Zaitun binti Saddam, ENT 530 Principles of Entrepreneurship lecturer, for giving us the opportunity to do this assignment and providing invaluable guidance throughout this assignment. Her passion, vision and motivation inspired us so much. She has shown the way on how to create the perfect Social Media Portfolio that can be used in future. It was an honour and great privilege to do this assignment under her guidance. She also provides full information on how to make the portfolio report.

Beside that, I want to thank my classmate for helping me when I do not understand sometimes and for helping me to solve the problem. Moreover, to give me extra information to do this portfolio and correct me when I do wrong to make sure the assignment is on the right track.

Finally, to my family that has always been there to support me to do the assignment while at home because of Online Distance Learning due to pandemic Covid-19. It was a great and pure support for me to achieve a good assignment and results.

EXECUTIVE SUMMARY

Mouthgasm Crunchy is a brand that I took part in becoming one of their agents. The main platform that I used for this business is Facebook. I have created the Facebook page for the business and manage the page by applying the method that I have learned. The type of product that I promoted on my page is a type of snack that has been viral for quite some time. I also provide a delivery service using a third-party courier to deliver the product to our customers, but the delivery covers the areas that are only in Malaysia.

Mouthgasm Crunchy offer scrumptious and flavorful choco jar fuses with coffee flavour to create unique and high class flavour which suit Malaysian taste at affordable price. On my Facebook Page, information on the product such as price and weight are being stated to allow the customer to gain the necessary information to know what kind of product we offer.

Facebook Page is the main requirement to accomplish this assignment as it becomes the core of the assignment. Facebook Page creation is easy, simple and convenient especially for the new users as Facebook provides guidance on the process itself. I have utilized the page features such as messenger buttons allowing the customer to directly message to ask about the product or to order the products or even allowing customers to give feedback on our product and services.

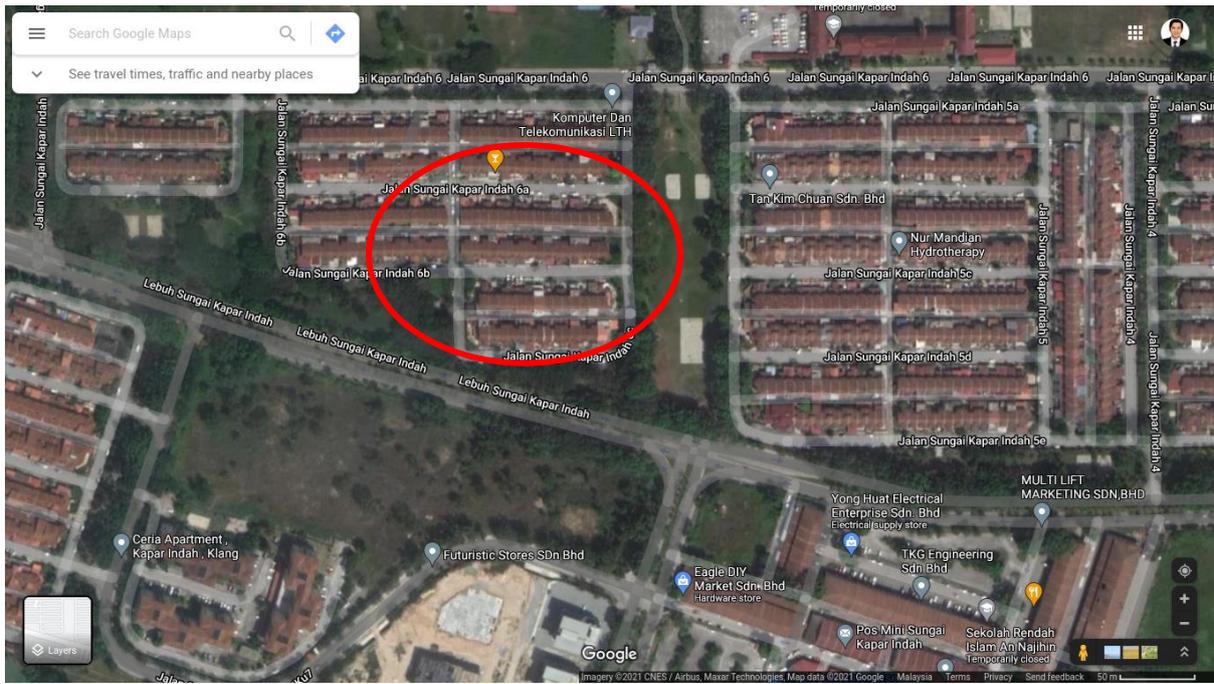
Lastly, using Facebook as a main platform for a new business is actually an efficient way because Facebook itself is a big social media platform that has a lot of users all around the world. Creating an interesting page to promote our product allows us to attract a lot of users who can become our customers. I have applied all the methods that I have learned, and it is really efficient and helpful for me to create and to promote my business.

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1.0 INTRODUCTION TO BUSINESS

1.1 Name & Address of Business



Location of Our Business

Mouthgasm Crunchy By Akashah is located at No. 3, Jalan Sungai Kapar Indah 6A, Taman Sungai Kapar Indah, 42200 Kapar, Selangor. Our daily activities are usually related in online sales activities which include product packaging, delivery, et cetera.