



SOCIAL MEDIA PORTFOLIO

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ACKNOWLEDGEMENT

In the name of Allah SWT, The Almighty, I ask for his blessings and encouragement so that I can successfully complete this social media portfolio. I also would like to thank and express my gratitude to those who volunteered to assist me with their skills and gave me the opportunity to finish this social media portfolio report. It gives me a great pleasure to finish this portfolio.

Madam Rahayu Binti Hasanordin my lecturer, deserves a special thanks for her continuous supervision and encouragement, as well as for supplying me with the requisite details for the social media portfolio and has provided a broader range of information and knowledge about the real world of business. Her guidance was very useful in completing this project.

There are a lot of useful knowledge during preparing this social media portfolio. Among them, I can make a difference precisely between a business that be successful or less successful according to the use of hard and soft sell terms. I also learn about current issues related to the world of build a business, namely how to produce posting that attract attention, touched the hearts and tips to create a successful content. There are many aspects that are important for beginner to start a small business. The most importantly is they need to investigated the background of their business such as identifying problems, making Swot analysis and data for the which target audience and more. This subject has given me a lot of guidance and new knowledge that will be useful to me for the future.

Last but not least, thank to my family members and close friends who have given a lot of support and motivate me during finishing this social media portfolio. Finally, I would like to express my gratitude to everyone who contributed to this social media portfolio, whether directly or indirectly. Your thoughtfulness means the world to me and I hope all my hard work will provide an experience that makes me a better human being.

EXECUTIVE SUMMARY

Alhamdulillah praise to God, I am finally completed my social media portfolio for Kuacy Jarz. Business plan for social media may seem to be complicated and difficult because of the little details that need to take measure before proposing a business plan can easily make me careless if the business plan were conducted without proper guidelines and help from reliable sources. Therefore, Kuacy Jarz were using Facebook as a main platform to advertise the business to all consumers. Facebook has many benefits and uses that are beneficial for someone who wants to start a business.

Kuacy Jarz is a business that sells a crispy baked sunflower sauce come with 2 special flavors such as spicy salted egg and sweet honey cheese to the customer and these flavors are one of kind concept that until now cannot be found in others snack business. Kuacy Jarz was established from April and until now. They choose Facebook application as their strategic platform to start the business and also promote the products on Instagram and twitter too. Kuacy Jarz offered an affordable price for the customer and used the concept that using cash on delivery (COD) and posting using Pos Laju service in Malaysia to deliver it to the customer on the doorstep of their house. This kind of concept can guarantee the fast services that is one of our value propositions in this business.

As the founder of Kuacy Jarz, the target market for this business is people around urban areas and rural which is why we are choosing online platform as our place to start up promoting the Kuacy Jarz. This snack was the solution for urban area people to satisfied their craving to munch something sweet and unique flavor during free time with family or loved ones. As the manager for this business, the capital contributed were entirely funded by me. I am expecting to get profit after the launch of the business. My expectations for this business are that to be well-known across the countries.

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2.0 INTRODUCTION OF BUSINESS

2.1. Name and address of business

Kuacy Jarz was established on 4 May 2021 by Ms. Siti Hajar Osman. Kuacy Jarz sell crispy baked sunflower sauce and provide two special flavor which is spicy salted egg and sweet honey cheese. Kuacy Jarz is suitable as your favorite snack because it is easy to eat without having to peel. This snack definitely only uses high quality ingredients which it is used a premium baked sunflower selected only. Besides that, Kuacy Jarz was operated in Bukit Rahman Putra, Sungai Buloh, In the organization, there are 2 assistants who are the backbone for the founder of Kuacy Jarz which are Noraini Osman as an assistant manager and Siti Hawa Osman as a marketing manager.

Each Kuacy Jarz package is produce homemade and lovingly prepared. It is not processed through a factory. The reason I created this concept is because I want to give it a taste that is different from the others and a long-lasting crunch felt by all buyers. Kuacy Jarz are suitable for all ages and it was a Muslim product and already got recognition from KKM. This Kuacy Jarz also not containing any preservatives and no added colors and flavors. This is why Kuacy Jarz are safe for all and can satisfy your craving during free time with family or loved ones.

The meaning behind the word Kuacy Jarz is derived from the name of its founder. The first word "KUACY" is derived from the Malay language which is "Kuaci" which is the original name of the snack itself, then the founder turn to a catchy name to symbolize the elegant and unique identity. Furthermore, for the next word, "JARZ." The term is an abbreviation of the founder's name, which is usually referred to by the general public. And, inadvertently, a fantastic idea developed, resulting in the creation of "KUACY JARZ," which is a name that is both simple and unique.

Kuacy Jarz operates from Monday to Friday from 9am to 5pm and our team will work on Saturday but only half a day. For those who have made an order in advance, we will continue to post your items on that day. But if anyone places an order after 5 pm, they must wait for us to respond the next day. This is because, the product packaging and delivery team needs to scrutinize every new order that comes in and in order to avoid delivery errors, we place a high value on a more thorough procedure.