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## **SOCIAL MEDIA PORTFOLIO**

**(SeoulBites Facebook Page)**

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## ACKNOWLEDEGMENT

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## EXECUTIVE SUMMARY

SeoulBites is an online market providing Halal foods & beverages from Korea. The main objective is to create an accessible medium between the Korean market, specifically for food & beverages, and the Malaysian audience, while offering an affordable price. Bites of Seoul business started on 4<sup>th</sup> of May 2021 and will be focusing on providing its first product which is a halal certified packaged Kimchi of the brand Jongga.

The product will be marketed on a social media platform, Facebook (FB), through teaser postings as well as soft-selling and hard-selling contents.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business

SeoulBites is the business name given which is a combination of the word “Seoulite” and “Bites”. Seoulite is the term to describe a person who is from Seoul, South Korea, while “Bites” are synonym for foods, edibles or anything edible. Therefore, the meaning of the business name is ‘Foods from Seoul’ which describe the business best as its products are Korean foods. SeoulBites is based in Johor Bahru, Johor. It is managed 100% from home and online, from obtaining stocks, customer service, marketing to delivery.

Name of Business : SeoulBites

Address of Business : 19, Jln Adda ¼, Tmn Adda Heights, Johor Bahru 81100,  
Johor, Malaysia



*Figure 1.2 SeoulBites Official Logo*