



اَوْنِبُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS
ADMINISTRATION (HONS)
HUMAN RESOURCE MANAGEMENT (BA243)**



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COURSE: PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO: NIKO CRUNCH BYNICKY

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ACKNOWLEDGEMENT

First of all, I want praise to Allah for the strength given, finally I had finish this “Social Media Portfolio” assignment. I would like to take this time to express my gratitude to everyone who has assisted and supported me. Without guidelines and support from them, this individual assignment will not be successfully complete.

Therefore, I would like to acknowledge with thanks to my Principles of Entrepreneurship lecturer, Madam Rahayu Binti Hasanordin for her support, commitment, advice, and guidelines were crucial during the accomplishment of this assignment. She had guided me on how to complete this assignment. She reminds me and asks for progress every week in class to ensure that I finish this task by the deadline. Then, I would like to thanks to all my friends who had helped and shared ideas with me. They also gave me supports and advice. Next, I want to thanks to my parents who have always prayed for me and taken the time to listen to my problems.

Finally, I am hoping that my assignment will be completed and received. I had used my effort and acknowledgement to search information and ideas. I am hoping my efforts were worthwhile. Thank you very much, and I hope that Madam Rahayu Binti Hasanordin is satisfied and able in giving full consideration in marking this assignment.

EXECUTIVE SUMMARY

This report is an attempt to understand how the Entrepreneurial Principles can be utilized in the future. Every student must take this course as part of their studies. This assignment requires the student to conduct research on how to start a business and market it.

It inspires an entrepreneurial attitude and decision-making process in students who want to pursue entrepreneurial possibilities, start new businesses, or deal with business management challenges. As a result, students must demonstrate creativity and communication abilities in the creation of a social media business.

For this report, a business named Niko Crunch byNicky that provides customers with an affordable price, tasty crunchy classic food. Originally, it was a simple Kuih Tiram that Malay people in Malaysia would eat. However, we make changes to improve the flavor, extra crunchiness, and product size. We want everyone in Malaysia to be able to buy and eat this traditional meal, not just Malays. The high quality of ingredients is used for this product. The size of product will come up with a range of variety size and flavor as to attract and fulfil our customers' demands.

This report will outline how I was able to successfully register with Go-Ecommerce and fill out all the required information. The business's introduction will next go into detail about the company, including its name, address, organizational chart, mission, vision, description, and price list. It is stated clearly, and all information is illustrated.

Additionally, this report includes the Facebook page that was formed and received more than 100 likes. It also displays all the teasers, hard sells, and soft sells that have been created and shared on the Facebook page to attract clients. The concept for all the designs is to use a lot of pastels and bright colors to keep the customer interested in the product. Our customer was given the nickname "Titans" by us. On Facebook marketing and copywriting, I had learned a lot. Facebook is the finest medium for marketing our goods because it provides correct information to customers and is cost-effective.

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ii. INTRODUCTION OF BUSINESS

2.1 Name and address of business



Logo of Business

The name of the business is Niko Crunch byNicky as it stands by the owner's name. It is not an original but the nickname of the owner. The name of Niko Crunch basically come from the owner's friend as she jokingly said that the owner should make a product named Niko Crunch. The business is located at No. 25, Hala Tasek Timur 21, Anjung Bercham Elit, 31400 Ipoh, Perak. This is the owner house which is all the process of making Niko Crunch until packaging been done there.