



اُنِيُوْ سَيِّتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO REPORT



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BACHELOR'S IN CREATIVE PHOTOMEDIA (HONOURS)

GROUP: ENT5305B

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Finally, I apologize to all other unnamed individuals who assisted me in completing this subject in various ways.

EXECUTIVE SUMMARY

Entrepreneurship focuses on teaching students practical skills that will help them live extraordinary lives in a fast-changing world. I was able to gain new knowledge about entrepreneurship in the real-world aspect by the end of this subject. The SWOT analysis has assisted me in evaluating the business performance of Mouthgasm Crunchy - Parit Buntar, and I've been able to identify certain SWOT aspects of the business that can be changed over time.

SWOT analysis, which includes Strengths, Weaknesses, Opportunities, and Threats, is critical in helping a company improve its business efficiency because it examines and highlights the company's advantages and disadvantages in comparison to other companies. The company's business strategy can be evaluated using a SWOT analysis and a variety of strategies.

Parit Buntar's business, Mouthgasm Crunchy, sells a popular chocolate snack known as a Choco Jar. My company is based in Parit Buntar, Perak. Online sellers who sell the same food product are my main competitors. The company outperforms the competition by offering products at a lower price point while maintaining a high level of quality. In addition, this is Malaysia's first crunchy with a chocolate mocha flavour. My company uses Facebook to promote its products.

My company's vision is to become a successful Mouthgasm Crunchy drop shipper. I want to start my own brand so that I can expand internationally. My goal is to offer a wide range of premium, high-quality, tasty food products at reasonable prices. I want to provide a variety of wholesome, reasonably priced, and ethnically diverse food products.


This subject's analysis allows students who want to start their own business to plan ahead of time by thinking about the product development cycle and coming up with their own unique business ideas.

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2.0 INTRODUCTION OF BUSINESS

2.1 BUSINESS INFORMATION SHEET

Name of Business (with logo)	:	Mouthgasm Crunchy - Parit Buntar 
Name	:	Aizat Zakwan bin Zuber
Phone number	:	0189550917
Email	:	Aizatkwan@gmail.com
SSM registration	:	-
Official business email address	:	-
FB webpage address	:	https://www.facebook.com/MouthgasmCrunchyParitBuntar/
Instagram link	:	-
Brand name	:	Mouthgasm Crunchy
Online business mode	:	Dropship Agent
Nature of business	:	Collect Order & Drop shipping Mouthgasm Crunchy
Type of products	:	Trendy Chocolate Snack
Main competitors	:	<ul style="list-style-type: none">✓ Viscoff Chocojar✓ Mellow Crunch