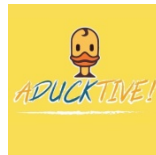




SOCIAL MEDIA PORTFOLIO: ADUCKTIVE SALTED EGG  
CORNFLAKES PG. KULIM



Prepared for:  
DR. MUHAMMAD ISKANDAR HAMZAH

Prepared by:

YASMEEN ARNIE JR BINTI JASNI ADIE	2020961543
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FACULTY OF ART AND DESIGN

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## **ACKNOWLEDGEMENT**

Assalamualaikum with Allah help, be a student who can complete tasks on time and correctly. I am very grateful to my lecturer, Dr. Muhammad Iskandar Hamzah, for trusting me as his student to finish this project within the time and duration allotted, and the knowledge presented during this class is extremely beneficial to my understanding of business. I am also grateful to the folks who assisted me in running my business so well.

In order to be successful, we must have strong supporters who will assist us. Their strength, like that of other big companies, is based on highly skilled workers who are devoted to their employer and the company, because a solid marketing plan helps the business to grow. For my business, I rely on family and friends who are always willing to provide a helping hand.

## **EXECUTIVE SUMMARY**

Aducktive Salted Egg Cornflakes PG. KULIM is the name of my business. I am an agent that takes stock for sale in Kulim, Kedah, and in the neighbouring state of Penang. The use of the term Salted Egg Cornflakes aids in the identification of the product and makes it easier for buyers to remember it. This product solely focuses on dishes that incorporate curry leaves, butter, corn flakes, chilli, and honey.

To entice people to buy them, Aducktive Salted Egg Cornflakes are presented in jars with a duck logo and a yellow colour scheme. A jar costs only RM15.00. As an agent, I take stock of ten jars, and if they run out, I have to purchase them again. In addition to using delivery services such as J&T, I also accept cash on delivery (COD). For the region surrounding my residence, cash on delivery (COD) is charged at RM3.00.

Stock for the original relies on how many customers want to buy it, since it is great for people who do not like spicy, but customers who prefer spicy tastes. They love it because it is unusual and has a distinct taste.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Business Information Sheet

Name of Business (with logo)	:	ADUCKTIVE SALTED EGG CORNFLAKES PG. KULIM 
Name	:	Yasmeen Arnie Jr binti Jasni Adie
Phone number	:	0195170180
Email	:	arniejry99@gmail.com
SSM registration	:	-
Official business email address	:	-
FB webpage address	:	<a href="https://www.facebook.com/jayducktive/">https://www.facebook.com/jayducktive/</a>
Instagram link	:	@aducktive.kulim.pg ( <a href="https://www.instagram.com/aducktive.kulim.pg/">https://www.instagram.com/aducktive.kulim.pg/</a> )
Brand name	:	ADUCKTIVE SALTED EGG CORNFLAKES PG. KULIM
Online business mode	:	Stock Agent
Nature of business	:	Selling and delivery Aducktive Salted Egg Cornflakes Pg. Kulim
Type of products	:	Food & Beverages
Main competitors	:	i. Snacks
Startup capital	:	RM150.00
Product selling price	:	RM15.00
Cost of the product	:	RM12.00
Supplier	:	Wafi Aish Trading
Brand Owner Name	:	Anif Azami
Contact Details of Brand Owner	:	Name: Anif Azami Address: Bandar Seri Coalfields, 61, Jalan BSC 2B/1, 47000 Sungai Buloh, Selangor Phone number: <a href="tel:019-2912855">019-291 2855</a> Email: <a href="mailto:aducktive.food@gmail.com">aducktive.food@gmail.com</a>
Social Media Account of Brand Owner	:	FB: <a href="https://www.facebook.com/anif.azami">https://www.facebook.com/anif.azami</a> IG: <a href="https://www.instagram.com/aducktive.saltedegg.hq">https://www.instagram.com/aducktive.saltedegg.hq</a>
Website address of Brand Owner	:	<a href="https://linktr.ee/aducktivehq">https://linktr.ee/aducktivehq</a>

## **2.2 Name and Address Business**

'Aducktive Salted Egg Cornflakes PG.KULIM is the name of the business. I keep this business name, as well as the original product brand, because it helps clients find my products on social media. Furthermore, the words 'Pg' and 'Kulim' refer to the states closest to where I live, so sales of my products can be ship to Penang and Kulim, Kedah. More information, other small dealers frequently used phrases 'Pg' and 'Kulim' since they allow buyers to buy things close to where they live. I believe that the name of this product is easy to remember, including the flavours and substances used, so that buyers remember it, just as the product's brand appears to be widely known in the market. Next, during the Covid-19 pandemic, the business was located at 506, Lorong KTC 2/13, Kulim Techno-City, 09000 Kulim, Kedah Darul Aman. My products were operation from my home because I did not need a store outside. In fact, my residential area is a strategic place to do business where it is surrounding by industrial centres, business centres, and educational centres. These existing facilities can help me to do business at home and, at the same time, I can make deliveries around the residence. Moreover, the age distribution in the residential areas is balanced and there is a benefit to promoting my products to the B-40s, M-40s, friends, and students.

## **2.3 Mission and Vision**

### **2.3.1 Mission**

It ensures product quality, exactly like advertising photos on social media sites. Serve and answer to client demands professionally and swiftly. Use quick delivery options and make sure that the packing is always tidy and arrives securely. To be more official, I need to include a plastic bag with deliveries that are near to the house.

### **2.3.2 Vision**

Aducktive Salted Egg Cornflakes strives to satisfy the demands of its clients, whether they are online or in person. To please consumers, my goal is to give the finest customer service possible.