



FRUNCHIE

SOCIAL MEDIA PORTFOLIO

(ENT530) PRINCIPLE OF ENTREPRENEURSHIP



STUDENT NAME:
KHALEELA
SYAUNA
BT
AHMAD NADZRI

MATRIC NO:
2019689078
CLASS:
AC220B4H
BACHELOR OF
ACCOUNTANCY (HONS)

PREPARED
FOR:
MADAM NUR
SHHRULLIZA
MUHAMMAD

ACKNOWLEDGEMENT

FIRST AND FOREMOST, ALL PRAISES AND THANKS DEDICATED TO THE ALMIGHTY GOD FOR HIS SHOWERS OF BLESSINGS THAT ALLOW ME TO COMPLETE MY (ENT530) PRINCIPAL OF ENTREPRENEURSHIP ASSIGNMENT IN SOCIAL MEDIA PORTFOLIO SUCCESSFULLY.

MY DEEP AND SINCERE GRATITUDE TO MY LECTURER, MADAM NUR SHAHRULLIZA MOHAMMAD FOR GIVING ME OPPORTUNITY TO START A NEW BUSINESS AND PROVIDING INVALUABLE GUIDANCE THROUGHOUT THIS PORTFOLIO. HER MOTIVATION AND VISION HAVE INSPIRED ME. SHE HAS EXPOSED ME ON UTILISING THE SOCIAL MEDIA PLATFORM SUCH AS SHOPEE , FACEBOOK AND WHATSAPP LINE TO SELL MY PRODUCTS.

IT WAS AN HONOUR TO BE UNDER HER GUIDANCE.

I AM BEYOND GRATEFUL FOR THE LOVE, SACRIFICES, EFFORTS AND PRAYERS THAT MY PARENTS GIVEN TO ME IN PREPARING FOR MY FUTURE.

I WOULD LOVE TO SAY THANK YOU TO MY FELLOW CLASSMATES AND COURSEMATES FOR THEIR CONSTANT ENCOURAGEMENT DURING THE HARDSHIP TIME.

LAST BUT NOT LEAST, MY THANKS TO ALL THE PEOPLE THAT DIRECTLY OR INDIRECTLY HAVE SUPPORTED ME IN VENTURING THIS NEW BUSINESS.

EXECUTIVE SUMMARY

FRUNCHIE IS A COMPANY WHICH FOCUSING ON SELLING MUNCHING COOKIES. THIS TYPE OF FOOD IS VERY TRENDING AMONG MALAYSIANS WHICH CAN BE CONSIDERED AS ONE OF THE BEST SELLING COOKIES.

GENERALLY, IT IS COOKIES/CRUNCH THAT BEEN SERVED WITH PREMIUM CALLEBAUT CHOCOLATE. FRUNCHIE IS ONE OF PIONEER COMPANY THAT IMPROVISED THE COOKIE WITH EXCLUSIVE INGREDIENTS SUCH AS EDIBLE ROSE PETALS, WHITE PREMIUM CALLEBAUT CHOCOLATE, ALMOND NIBS, COOKIES AND CREAM.

FRUNCHIE IS AGENT BASED OPERATION. THE SELLING AND DISTRIBUTION OF THE PRODUCTS BEING MONITOR BY SPECIFIC AGENT AT THE SPECIFIC AREA VIA CASH ON DELIVERY METHOD OR POSTAGE.

THE MAIN MARKETING PLATFORM USED ARE FACEBOOK, SHOPEE , WHATSAPP LINE AND INSTAGRAM. BOOSEMENT OF BUSINESS PRODUCT MADE IN FORM OF TEASER, SOFT SELL AND HARDELL.

FRUNCHIE MISSION IS TO ENCOURAGE MALAYSIAN SOCIETY TO GAIN SIDE INCOME WHICH CORRELATE WITH ITS VISION IN PROMOTING FRUNCHIE MILLIONAIRES.



TABLE OF CONTENTS

PAGE	
01	ACKNOWLEDGEMENT
02	EXECUTIVE SUMMARY
03	I) GO E-COMMERCE REGISTRATION
04	II) INTRO BUSINESS
04	A. NAME AND ADDRESS OF BUSINESS
05	B. LOGO
05	C. MISSION
05	D. VISION
05	E. ORGANIZATIONAL CHART
6-9	F. DESCRIPTIONS OF PRODUCTS/SERVICE
10	G. PRICE LIST
11	III) FACEBOOK
11	A. CREATING FACEBOOK (FB) PAGE
12	B. CUSTOMING URL FACEBOOK (FB) PAGE
13	C. FACEBOOK PAGE LIKES
14-25	D. FACEBOOK (FB) POST - TEASER
26-49	E. FACEBOOK (FB) POST - COPYWRITING (HARDSSELL)
50-94	F. FACEBOOK (FB) POST - COPYWRITING (SOFTSELL)
95	G. FREQUENCY OF POSTING
96	IV) CONCLUSION
97	V) APPENDICES



A. NAME OF BUSINESS:

Frunchie

ADDRESS OF BUSINESS:

No 1 Jalan TunTeja 35/89 Alam Impian Seksyen U35
40489 Shah Alam, Selangor

FRUNCHIE AGENT:

Shah Alam Seksyen
1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21
,22,23,24,25,26,27,28,29,U30,U31,U32,U33,U34,U35

FACEBOOK PAGE:

@Frunchieshahalamfoodservicedistribution

FACEBOOK LINK:

<https://www.facebook.com/Frunchieshahalamfoodservicedistributor>

WHATSAPP NUMBER:

011-11999112

PLATFORM OF MARKETING:

Facebook page

MAIN ACTIVITY:

Food and Distribution

DATE COMMENCEMENT

3 April 2021

BANK ACCOUNT

Maybank
158247652409

II) INTRODUCTION OF BUSINESS

