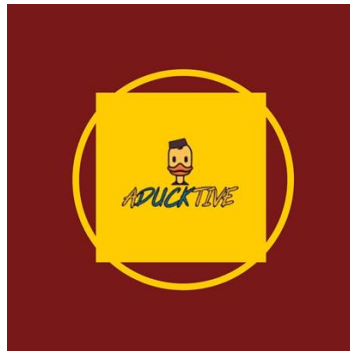




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UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF FILM, THEATER AND ANIMATION
(FF235)

SEMESTER : 4

NAME : NURUL AIDA BINTI RAMLI

GROUP : FF235

LECTURER : NORFAZLINA BINTI GHAZALI

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EXECUTIVE SUMMARY

The crunchy is a sole proprietorship business that sells products in online. This business owned by Nurul Aida Binti Ramli. In 2021, the owner of Aducktive by Aidaramlii decided it was high time for her to create her own business services after several years of observing business. The owner chose to build this kind of company as it is suitable for building a small business but profitable. Aducktive Spicy Salted Egg Cornflakes is one of the wholesale bakeries that also known as pure play business because selling product through online platform. The main objective of this business company is to produce healthy snacks for customers without monosodium glutamate (MSG). The product also only used natural ingredients and fully homemade also halal.

The targets customers are come from all level of ages (but not suitable for babies) who can consumed the product from *Aducktive Salted Egg Cornflakes*. We also offered affordable prices and cheaper prices in the market. This is because; everyone can afford to buy and tastes the addictive salted egg cornflakes. Moreover, we used online platform fully in order to promote, marketing and sales of products. This has helped the company a lot in saving many costs involved and can reach widen target customers.

2.0 INTRODUCTION TO BUSINESS

2.1 Business Name and Address

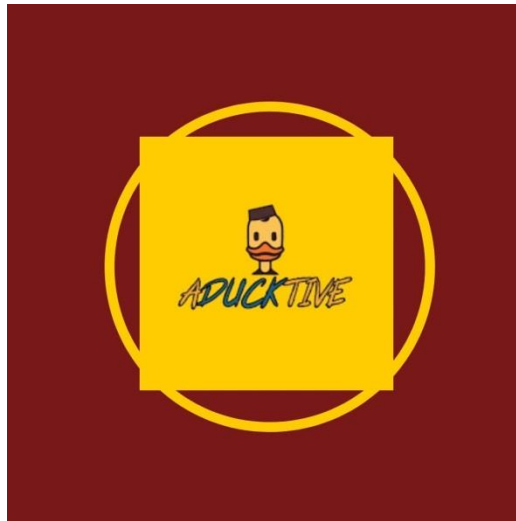


Figure 1.1: Logo for Business

Its business name is *Aducktive by Aidaramlii*. The business was established on April 16, 2021. *Aducktive by Aidaramlii* is an agent of *Aducktive Salted Egg Cornflakes*. Is one of the brand products of *Bumiputra Aducktive Food Sdn Bhd* which specializes in the manufacture of various foods such as Cornflakes, *Maruku*, *Popia Rangup* and even snacks with various unique flavors. The factory is based in Batu Arang, Selangor which is certified Halal, Must and HACCP. Aducktive Food is a cornflakes snack that consists of two flavors, namely Salted Egg Spicy and Salted Egg Original.

For the first week of running the business, Aducktive by Aidaramlii only offers its own recruitment. After a few weeks, the business offers Cash Delivery and the product is also mailed to the customer. The process usually takes 2 to 5 business days to contact the customer. Business address below:

Nurul Aida Binti Ramli

NO. 396,

Jalan Bunga Raya, Taman Wangi,

18300 Gua Musang,

Kelantan.