



اَوْنِيُوْرَسِيْتِي تِي كُونُوْمِي مَارَا  
UNIVERSITI  
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MARA

## **SOCIAL MEDIA PORTFOLIO**

**MR CHEEKANG**



**PRINCIPLE OF ENTEPRENEURSHIP (ENT 530)**

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## **EXECUTIVE SUMMARY**

Mr. Cheekang's company is making well-known Chinese beverage goods, and we utilise the "Dried Packaging" method, which is based on herbs, easy to keep, and just requires boiling. Our main objective is to become a leading company in beverage sectors specifically on Lai Chee Kang products.

In this social media portfolio, we will provide a detail about our business and how we advertise and market our product through social media platform which is Facebook. Currently we are focusing on our main product only which is Lai Chee Kang. We have others side product which is Kekwa Tea, Air Mata Kucing, My Men Booster, My Milk Booster and many more. But as a mention, we want to focusing on our main product as the product is well known around Malaysia and have a biggest market compared to other product.

By doing social media portfolio, it can help us to make a proper plans to achieved our business goals and improved our business skills. Also, it help us to improve and discover new method of using social media.

## 2.0 INTRODUCTION TO BUSINESS

### 2.1 BUSINESS NAME AND ADDRESS

Mr Cheekang is a name that have been picked by the founder of Mr Cheekang which is Pn. Herney Anne. The purpose of using “Mr Cheekang’ as a business name is because, she want the brand name easy to commercialize locally and internationally. Also, the name is easy to remember by the consumer and easy to reach the market. Our business motto is “#Sedapjanjisihat” which means the product that we sell is not only delicious but good for your health and does not harm you bodies. The target market of Mr Cheekang are teenangers and adolescent between the age of 17 years old and above.



Figure 1.0 Logo for business