



FACULTY OF INFORMATION MANAGEMENT

UNIVERSITI TEKNOLOGI MARA (UiTM)

KAMPUS PUNCAK PERDANA

SHAH ALAM

BACHELOR OF INFORMATION SCIENCE (HONS) INFORMATION CONTENT
MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO:

CRISPY NORI

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GROUP:

ENT530_1

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Therefore, I'm also feel very grateful that I get the opportunity to involved in learning this courses that inline improve many of my new skills such as social media copywriting skills, marketing plan skills, editing skill and more while completing this assignment.

Thanks also to my fellow friends who's also take part in helping me in doing this entrepreneurship project. All opinions and views helping me a lot to elaborate my idea for any business posting in my social media page. Last but not least, special thanks also to both of my parents and my family that give me in term of give encouragement and full of support, especially while studying at home situation. Without their support I can't made this social media entrepreneurship assignment well and successfully.

EXECUTIVE SUMMARY

Crispy Nori Sdn Bhd is a Sole proprietorship company based in the capital state of Selangor which is Shah Alam. Crispy Nori Sdn Bhd expects to be one of local seaweed snacks that can catch interest of any age of communities. Our company plans to build a strong market position in the town and also village area.

Crispy Nori Sdn Bhd is officially registered with Go-Ecommerce. This company is manage by Nur Najwa as the founder of product. Due to their skills and past experience in the business industry with addition knowledge gained from professional courses attended and by using the online social media, which is Facebook Page as platform to run the business, its help in gained the trust to manage the business. This platform is used because this is one of strong and popular platform to run business among the potential customers.

The company get agreement with local factory that manage the Crispy Nori product production from the ingredient of snacks until packaging and using delivery courier services for delivery process. All the best ingredient for seaweed and every process will chose preferably to get the best in every packs of Crispy Nori snacks. This product is the combination of seaweed and two trendy flavour which is cheese and chili flavour. Therefore, for our target and potential customer for this products is among young people, student university, adults and working people who needed food that easy to eat, fast and easy handle and bring and also satiate even its just a pack of snacks.

For competitor, Crispy Nori Sdn Bhd compete with several competitors among the snacks industry. All the competitors, local and overseas brand that based in Malaysia have their own strategy and experience in running snacks food industry of business. Therefore, Crispy Nori will make sure can compete comparable with all the competitors' brands in Malaysia. All the marketing plan that helps in grown brands of business and be one of favourable seaweed snacks that always be the choices among Malaysian and overseas market.

Lastly, for the sales revenue of Crispy Nori, business will aim generate more than RM 10,000 for a month in every online sales that using Facebook page for the first years of business. For second years, the aims will continue growth with higher revenue with the involvement and agents, dropship and collaboration with others store in the future. Then, with the increment of revenue sales in the business, additional staff will occur to streamline business so that it is more systematic and effective and be of successful snacks food industry business.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Name of Business	Crispy Nori Sdn Bhd
Address of Business	https://www.facebook.com/Crispy-Nori-102815865284084/
Telephone Number	012-5595686
Form of Business	Sole proprietorship
Product Distribution	Online sales
Date of Commencement	29 Mac 2021
Date of Registration	1 March 2021
Social Media Page	Crispy Nori / https://www.facebook.com/Crispy-Nori-102815865284084/

2.2 Organizational Chart



Founder of Crispy Nori

Crispy Nori Sdn Bhd have been managed by Nur Najwa Binti Mohamad Hassan Azhari as the founder of Crispy Nori product. As sole proprietorship business, Najwa managed Crispy Nori and get fully profit from the running business.

In addition, Najwa also has responsible in all planning in business such as, marketing plan in promoting the product and running the sales of product. Other than that, operational plan, which to achieve consistency and stability in our production and services and make sure the production of product by the factory chosen is reach the best quality of Crispy Nori product needed from the first process of main ingredient of Crispy Nori until the packaging and delivery of product process. Among all the plan, the most important is Najwa also have responsibility to manage financial plan of business that is the most important plan to sustain Crispy Nori business and reach the mission and vision of Crispy Nori business planning. Therefore, this business have been managed through the help of online platform and the main social media platform regarding to sales and promotion of product is through Facebook.