



اَللّٰهُمَّ صَلِّ وَسَلِّمْ وَبَارِكْ عَلَىٰ سَائِرِ الْمُرْسَلِيْنَ  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka  
Kampus Bandaraya Melaka

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## ENT530 PRINCIPLES OF ENTREPRENEURSHIP

### SOCIAL MEDIA PORTFOLIO



### CRISP HOUSE

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

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## FACULTY OF BUSINESS & MANAGEMENT

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## **EXECUTIVE SUMMARY**

Crisp House is an online business that sells cassava chips from “Kerepek Tok Amin”. It is managed by two partners which are Syazwanie and Fakrul Azzim and they have three other workers. Crisp House is using a Facebook Page platform to sell and promote their products. This business wants to create a brand of quality food according to the tastes and preferences of customers. We want to preserve the Malaysian snacks in the community, especially for the youngsters.

Besides that, Crisp House is selling a variety of cassava crisp in different flavours such as spicy, salted, and cheesy that can be eaten by all ages. Our chips are easy to eat and filling especially to the student who is always busy and does not have time to cook. The price of the chips is really reasonable and affordable, our range price is only from RM10 to RM13. Crisp House also provides two kinds of delivery, which is a Cash On Delivery (COD) to the customer that lives around the Melaka and the delivery fee is only from RM3 depending on the location and kilometre. We also have delivery postage to all over Malaysia including Sabah and Sarawak with the postage fee is only RM7.

We set up a Facebook page to grow our small business through social media since it is easier to spread the word about our products through social media marketing. By doing so, we were also able to learn how to post for business products using teaser posts, hard sell posts, and soft sell posts. We believe that Crisp House will expand and be known in the online business in the future.

### **3.0 INTRODUCTION OF BUSINESS**

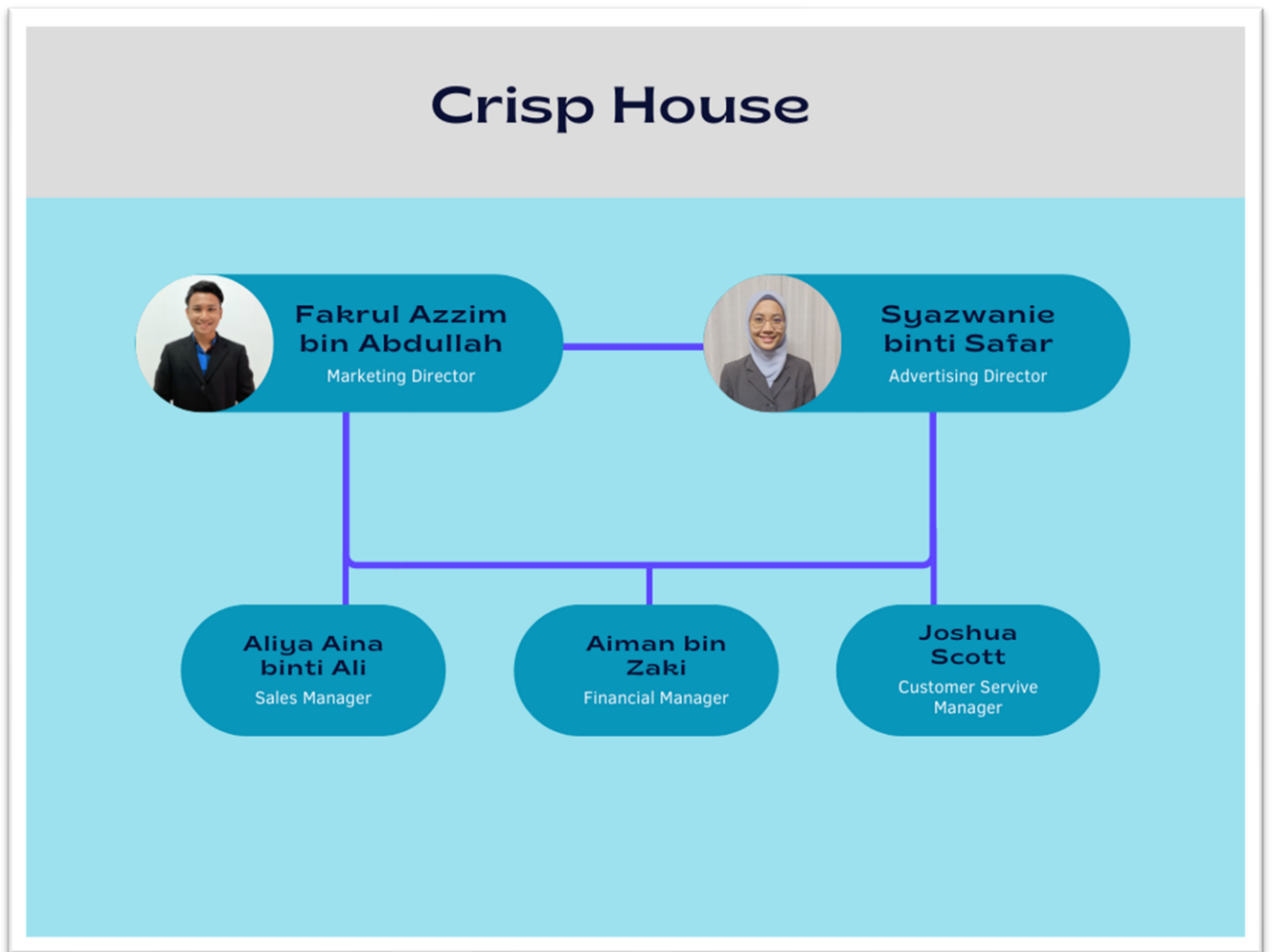
#### **3.1 Name and address of business**

Crisp House is the name of our Facebook business page. The inspiration for this name came from the cassava chip that we were selling as an agent. This business was established in November 2021. Crisp House is a small online business that uses the most popular social media platform that has been used by most of the entrepreneurs, which is Facebook Page.

This business is basically a fully online business and did not have any physical office. We are managing our business from our home which is located at No 17, Jalan Bkd 2, Taman Bukit Katil Damai 2, Ayer Keroh, Melaka and Lot 190, Lorong Imam Haji Nordin, Kampung Bandar Hilir, Bandar Hilir, Melaka. Due to the covid-19, managing the business from home is a good choice since we also can reduce seeing a lot of people outside.

Last but not least, our online business can be reached through the Facebook Page that we have been using to promote our business which is Crisp House. All of the customers can get and buy our product through our Facebook Page.

### 3.2 Organizational chart



Crisp House is managed by two friends, Fakrul Azzim and Syazwanie. They are being help by three other workers which are Aliya Aina, Aiman, and Joshua. Fakrul Azzim will be responsible for doing all of the marketing strategy of our online business, while Syazwanie will be responsible for managing the advertising and promotion of Crisp House.

Azzim will be working closely with the sales manager to develop a sales strategy that will help our business maximize profits. Syazwanie will focus on doing a lot of powerful advertising on our Facebook Page due to there being a lot of agents of this “Kerepek Tok Amin”. We will make sure that our advertising will attract people to visit our Facebook Page and buy from us.