



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO



BANANA CRISPY

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

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EXECUTIVE SUMMARY

Facebook is a social networking platform that was founded at Harvard University in 2004 and is widely used by people worldwide since it enables us to interact and communicate with family and friends via an internet platform. We have benefited from social media, which was created to link people from all over the world at any time with the use of merely the Internet. Facebook enables entrepreneurs to create online enterprises by advertising, promoting, and even introducing their items to clients. Additionally, it might quickly become the favorite of businesses that were able to precisely target an audience and distribute advertisements directly to those most likely to purchase our products or services. This social networking site features an exceptional feature that is aimed to attract new users.

It is solely dependent on Facebook to attract customers and sell its products, as is the case with Banana Crispy, a small internet business. Because of the nature of the internet, online businesses will always have a stronger influence on customer behavior than traditional enterprises. The increasing number of Facebook users on a daily basis necessitates that we take advantage of our easy access to potential buyers by advertising on Facebook. Additionally, consumers prefer to get their needs and requirements online during this Covid-19 pandemic because they are conscious of the dangers of going out during this time. Additionally, because there is no requirement for a physical store, entrepreneurs can maximize revenues. This is because it can save more money and time due to the flexibility of work schedule and the ability to run businesses from any location and at any time. This is since Facebook also offers a mobile application that makes it easier for customers and sellers to communicate with one another. As a result of the numerous advantages of operating an online business, many entrepreneurs choose to do so, resulting in severe rivalry in this industry. A social media portfolio is therefore required by Banana Crispy in order to demonstrate the company's capabilities. As part of this social media portfolio, we have included extensive information on Banana Crispy's Facebook page. This includes certification, the company's introduction, teaser posts, hard-sell posts, and soft-sell posts, among other things. Eventually, we believe Banana Crispy will be successful in the online business world.

INTRODUCTION OF THE BUSINESS

Name and Address of business

Banana Crispy is the name of our online business. The Banana Crispy is an online-based small business, and as such, we do not have a physical location. This is because we are solely focused on the online business industry.

Organizational Chart



Vision and Missions

a) Vision:

To make a Banana Crispy as a great reputation and extending the business on a national and international scale as well as growing up as a competitive Bumiputera company.

b) Mission:

- Expansion of a business in order to ensure the ability to open a physical store.
- To ensure that product quality is consistently maintained in terms of consistent flavour, which results from a well-managed production process as a result of a systematic work movement.
- To focus on a sustaining profitability in accordance with the business's goals
- To ensuring that the company is able to meet the demands of the market

Description of products / services

Banana Crispy is a small business that specializes in homemade kerepek pisang and kerepek pisang salai. Our primary goods are **kerepek pisang and kerepek pisang salai**. Both products are mainly based on the banana itself. Banana Crispy's products have a distinct flavor since the business concentrates on producing kerepek pisang and kerepek pisang salai that taste like high-quality bananas and employs premium ingredients in all its products. We were extremely focused and exact in our production in order to maintain customer loyalty. Another distinction is that this business is not like other kerepek pisang and kerepek pisang salai establishments on the market, which are more concerned with profit margins than with product quality. At the moment, Banana Crispy produces two types of products which is kerepek pisang and kerepek pisang salai, both of which are accessible on the market. And each of these products features have a single separate flavor, kerepek pisang cheese, as well as a single distinct flavor, kerepek pisang chocolate. However, for each product, we make two alternative package sizes from which the customer can choose. Additionally, the pricing of certain things varies according on their flavor, which is attributable to difference in production costs.

An online business is described as one that operates only via social media platforms such as Facebook. Our primary focus is on the production and selling of kerepek pisang and kerepek pisang salai, we has chosen Facebook as our social media platform, with the account @BananaaCrispyy. Both sellers and buyers value the convenience of conducting business online. Customers could place orders, view deals, and purchase items through our business's Facebook page, which was linked to our WhatsApp. As a consequence, customers will find it easy to place repeat orders with us and will become regular customers. Except for the shipping and delivery of the items, the entire procedure is handled totally online. All payment options, including cash and online transactions, are available to customers, as Banana Crispy want to ensure that the mode of payment we use delights all our customers and makes them feel more secure doing business with us. Additionally, online business and transactions are governed by the Covid-19 Standard Operating Procedure (SOP), which emphasizes the need of complying to the social distance standard. As a result, we have chosen to accept cashless payments during this pandemic in order to protect both ourselves and our customers from the Covid-19 virus.