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UNIVERSITI
TEKNOLOGI
MARA



**SOCIAL MEDIA PORTFOLIO
SQUACKEY**

PRINCIPLE OF ENTREPRENEURSHIP (ENT 530)

FACULTY & PROGRAMME:

FACULTY BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

MARKETING (BA240 2A)

SEMESTER: SEMESTER 2

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LECTURER: MADAM WAN HASMAT BINTI WAN HASAN

EXECUTIVE SUMMARY

Eat like a duck! Quack! Quack! Is our trademark for our Squackey business. The main objective of our business is that we want to offer a variety of Squackey Crispy Choco Tub to our customer with an affordable price but a with a luxurious taste of choco tub. Our business was started on 1/11/2021. We also receive a review from the customer. According to the customer review, our product gave a fantastic taste because of the high quality chocolate that are being used as a main ingredient in our product. This cause our customer remember the taste of our product. This product is also loved by many due to the affordable price with a rich taste. Thus, this product gives a good insight for the continuation of sale.

The increasing demands of our product results into a good profitable sale revenue to our business. We also maintain the quality of our product so that when our customer buy our product, they will feel worth it. Our target audience is a group of people that loves sweet at an affordable price. We do not target a specific area for our target area because our customer can be from anywhere and wide range. We also provide cash on delivery and by post to the customer.

Our business can be done online. Our customer can just message us online on Facebook message or Whatsapp. We thought this way very conventional and easy. For the marketing strategy, we post the price of our product on our own Facebook page so that our customer will know the price of the product. The business is operate by a business partner which is Muhammad Faris bin Ramle and Auni Amirah binti Saadun.

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3.0 Introduction of Business

3.1 Name and Address of Business

Name of our business is Squackey that had being decided by our own. Our purpose for choosing this name is because we want to emphasize that our product is very high quality and delicious so that our customer will eat our crispy choco tub continuously. As our trademark is Eat like a duck! Quack! Quack! which show that our trademark is match with our business name. The Squackey business is located at 2566, Jalan Mawar 16, Taman PD Utama, Port Dickson, 71000 Negeri Sembilan. Our work basically involve with online business that is why we chose home as our business address. This way also allow us to work from home and it will be very convenient for us to follow our customer demand and wants so that our customer will feel very satisfied.

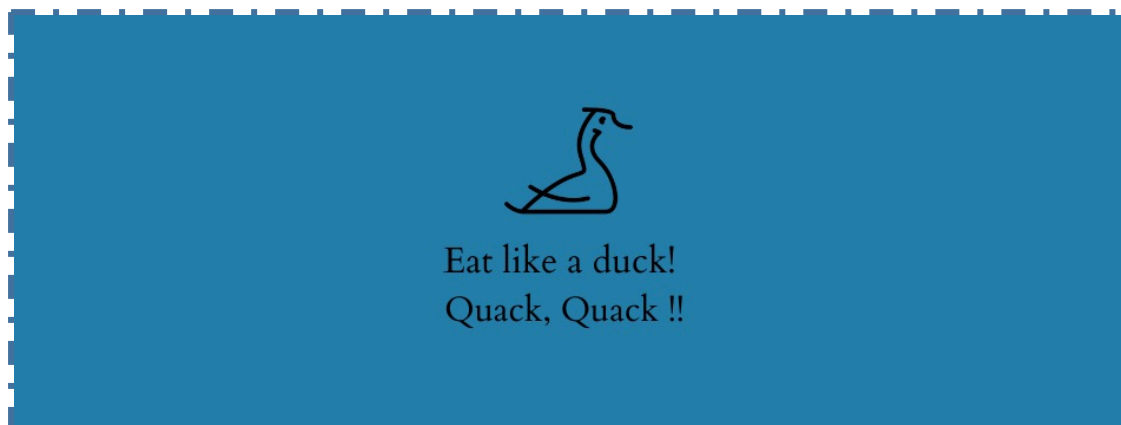


Figure 1: Business Logo

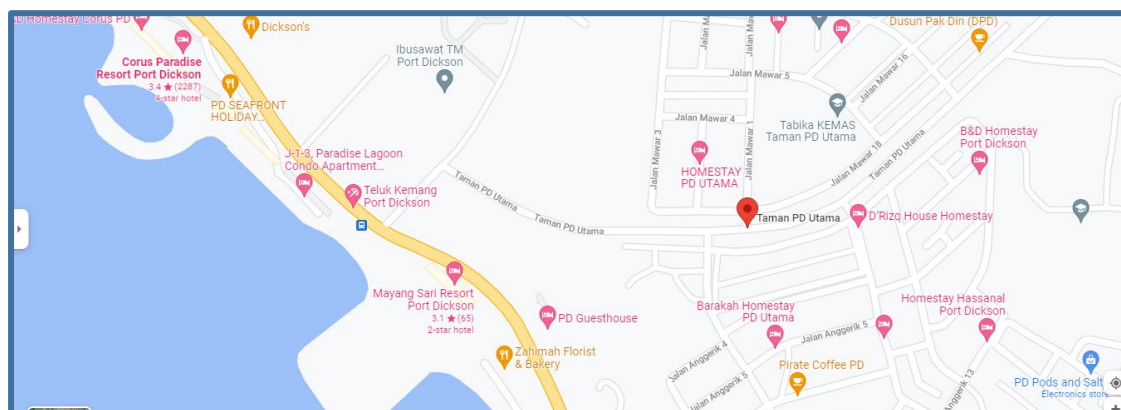
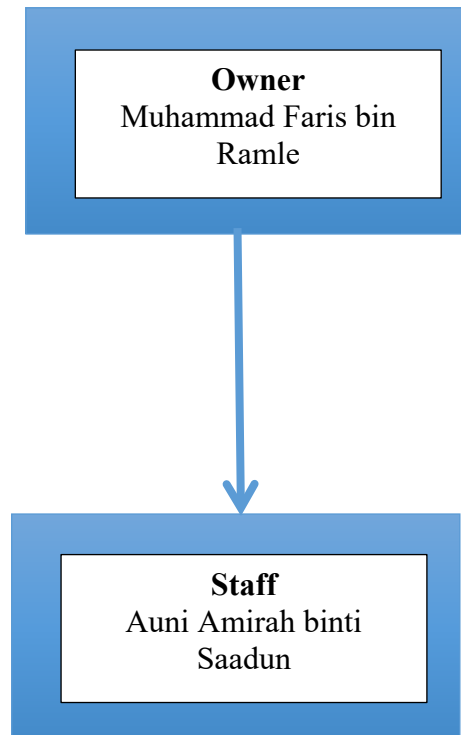


Figure 2: Company Address

3.2 Organizational Chart

Squackkey is sole proprietorship business. This is because our business is only a start up business and only be operate as a small business. So that, our organizational chart only consists the owner of Squackkey Sdn Bhd and a staff.



3.3 Mission/Vision

➤ **MISSION**

- To provide a high quality crispy choco tub our customer, as well with an affordable price

➤ **VISION**

- To make Squackkey Crispy Choco Tub by Squackkey's brand as one of the top crispy choco tub in Malaysia