



Fakulti Filem, Teater dan Animasi

# PRODUCT LOGO



# SOCIAL MEDIA PORTFOLIO POPCORN ENG' VIRAL

PRINCIPLE OF ENTREPRENUERSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME	: FACULTY OF FILM, THEATRE & ANIMATION
SEMESTER	: 4
PROJECT TITLE	: POPCORN ENG'S VIRAL
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#### ACKNOWLEGDEMENT

In today's world, competition is a race in which those who have the desire to succeed win. It is a genuine pleasure to express my heartfelt gratitude to the supreme power, the Almighty God Allah, and especially to my lecturer, Dr Nurhuda Binti Haji Nizar, who guided me in successfully completing my project social media portfolio even though she has many students but has opportunities to help me out correcting the irrelevant statements or content of the tasks given. Furthermore, I am grateful and likely to give a special thanks and honour to the Eng's Popcorn HQ website and Telegram for allowing me to use the content in competing the products of every brand, allowing me to collect as much additional information as possible to finalise the project of Popcorn Eng's Viral. I would also want to express my gratitude to my parents and friends for their assistance and encouragement in completing this work before the deadline.

Finally, I am grateful to those who got involved and contributed directly or indirectly to this portfolio for their effort and initiative that they have shown in my business until successfully completed the portfolio, and I am hoping that this social media portfolio will enable us to introduce a little bit about Entrepreneur and how to become a better an entrepreneur in the future.

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#### **EXECUTIVE SUMMARY**

"Popcorn Eng's Viral" is a new food and beverage online business in Malaysia that caters to customers who enjoy eating popcorn. As the name implies, our goal is to draw customers' attention to the unusual and unique features of our identity brand popcorn. We offer a range of flavours of popcorn to our customers to improve their happiness. They may choose from our size packaging to our pricing. To broaden their supply of sweets and snacks, they actively promoted them as a necessary part of the movie experience or snack time. Our target customers are young individuals in their twenties who enjoy eating popcorn or caramel fans at a reasonable price. We also aim to appeal to working individuals who want to taste handcrafted popcorn with completely covered caramel.

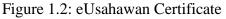
"Popcorn Eng's Viral" offers a popcorn with excellent components that are the best quality products from local producers and a healthy combination with low fat and low calorie, making it easier for customers to purchase straight from our online shop. Our store in Bandar Seri Putra and adjacent Bukit Mahkota keeps all supplies of popcorn and needs to sell the item based on product availability. We wish to stress the quality and affordability of our products and services by providing a reasonable price for high-quality popcorn. As a result, we are planning a marketing campaign to entice people to use our online shopping business via social media and our website.

# 1.0 Go-Ecommerce Registration

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Figure 1.1: Screenshot of Go-Ecommerce Registration





#### 2.0 Introduction of Business

#### 2.1 Detail of Business

"Popcorn Eng's Viral" is a business name chosen to be business that refers to the concepts of our product, which is a food and beverage store. Our company name has two meanings: Eng's is a tribute to the late owner's distributor's nickname, and Viral speaks for the popularity of this popcorn due to the totally covered caramel. Our slogan is "Price is equal to quality," which prioritises providing our customers with popcorn that is comparable to international but at local rates, as well as providing them with the freshness of the popcorn is in quantity control for non-expired assurance. We are aimed at those who want to consume popcorn or caramel fans who are young people to buy for their mouth-pleasant feeling while eating Here is our location, No 3, Jalan Yakut 7/13 Seksyen 7 40000 Shah Alam, Selangor. It is necessary to maintain all items and branded products to our valued client before being delivered. Our Eng's Popcorn Viral logo is seen below:



Figure 2.1: Popcorn Eng's Viral Logo

Name of Business	"Popcorn Eng's Viral"
Business Address	No 3, Jalan Yakut 7/13 Seksyen 7 40000 Shah Alam, Selangor
Email Address	
Telephone Number	
Form of Business	Sole Proprietorship
Main Activities	Retail Sale of Food and Beverage
Date of Operation	19 April 2021
Date of Registration	20 May 2021

Table 2.1: Business Detail



#### 2.2 Organization Chart

"Popcorn Eng's Viral" is a sole proprietorship of business ownership. We operate simply as an online shop and start-up in business. Therefore, we only have 6 workers in our organisational chart consist of the manager of Popcorn Eng's Viral and a runner. Below is "Viral of Popcorn Eng" organisation chart:



Figure 2.2: Organization Chart

#### 2.3 Mission and Vision

To manage our business in accordance with our aims, we think that every firm has its own purpose and vision. We have thus done our business purpose and vision to know what we can achieve with short-term and long-term targets.

#### <u>Mission</u>

- To make the full taste of caramel and strawberry of Popcorn Eng's Viral known to the consumer.
- To offer consumers exceptional service.
- Becoming the top Shah Alam and online platform stockist or wholesaler.
- The best purchasing experience for the client.
- To become the primary option for snacks and popcorn among clients.
- To become the world's first Muslim product.

#### Vision

• To popularise the "Popcorn Eng's Viral" by Eng's Popcorn brand as the top snack food on par with the great countries out there in Malaysia at a reasonable price.

#### 2.4 Description of Product

"Popcorn Eng's Viral" is a startup that guarantees customer pleasure with every mouthful of our completely coated caramel popcorn at a cheap price and with the rich flavour of worldwide brand popcorn. We are marketing Eng's Popcorn Viral because we feel the product is marketable to students and working people, particularly during this pandemic. We have increased our product range so that we no longer only provide one type of flavour, but also one new flavour, strawberry, for client selection. Aside from that, there are several packaging options ranging in size from small to large and priced accordingly.

Even though we offer delivery services, which is the main principle of utilising an online shopping store, customers do not need to come to our shop and can pay through online banking to acquire our items. We frequently charge our customers for postage, and we occasionally provide free delivery on special deals.

We also give a cost that corresponds with the menu that we deliver, and each conveyance will have a charge based on the space that we have set the cost. Similarly, we conduct online purchases, and they only place orders via WhatsApp or Direct Message from our Facebook Pages.

# 2.5 Price List

Product	Name and Price
	Name : Newborn Price : RM18.00 Gram : 300g
<text></text>	Name : Biggie Price : RM25.00 Gram : 650g
<image/>	Name : Kilopack Price : RM38.00 Gram : 1kg



Table 2.2: Product List



#### 3.0 Facebook

We are launching our online purchasing business through our Facebook page. This is one of the greatest methods and stages for promoting our goods and administrations amid the Facebook user base. Facebook is a casual communication site that enables us to connect with and sell our services to friends and Facebook's people group. We just started our business on Facebook on April 19, 2021 and enrolled on April 20, 2021. Furthermore, we are seeing people these days using gadgets and, for the most part, having their own social medias, which are far superior to using FB as our primary stage in running our web business.

As a result, creating a Facebook page does not cost money, and we are only advising everyone to use a few options to support our posts and grow client commitment. Our Facebook page may also help to strengthen our client relationships and communicate with Popcorn Eng's Viral. We are using Facebook and created a page to share our goods and administrations within Facebook Post comprises of secret, delicate sale, and hard sell relating to our organisation. Regardless, we ensure that our Facebook Post empowers us to create connection with clients by accepting their criticism and controlling recurring post. We are hoping that our customer would accept our idea and portrayal in conveying the greatest outfit and reasonable to be spruced up.

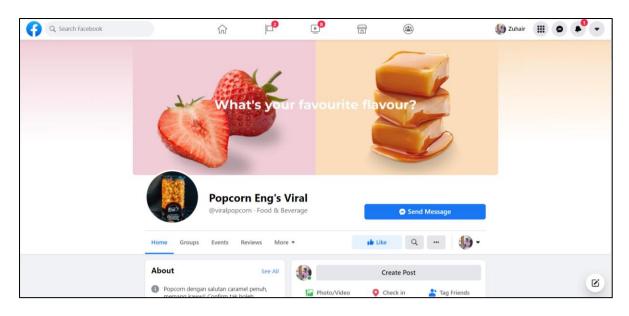


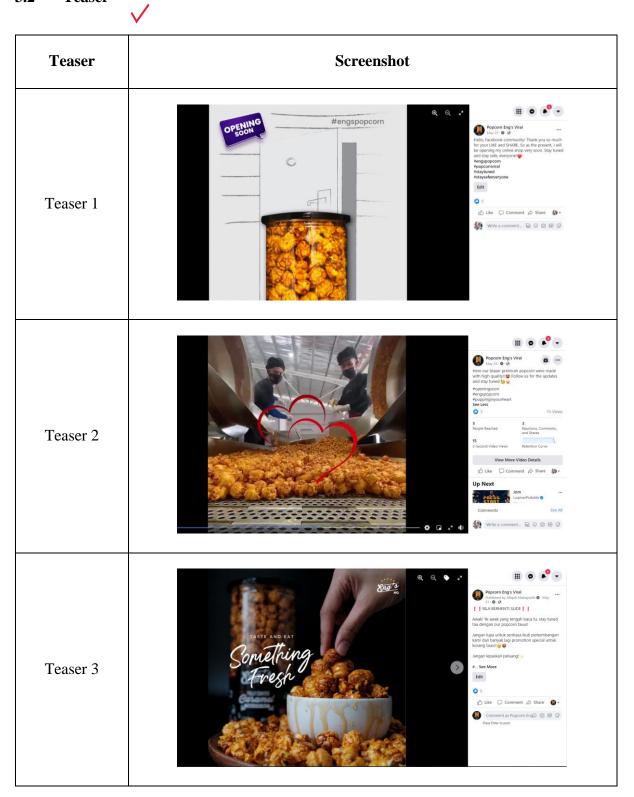
Figure 3.1: Popcorn Eng's Viral Facebook Page

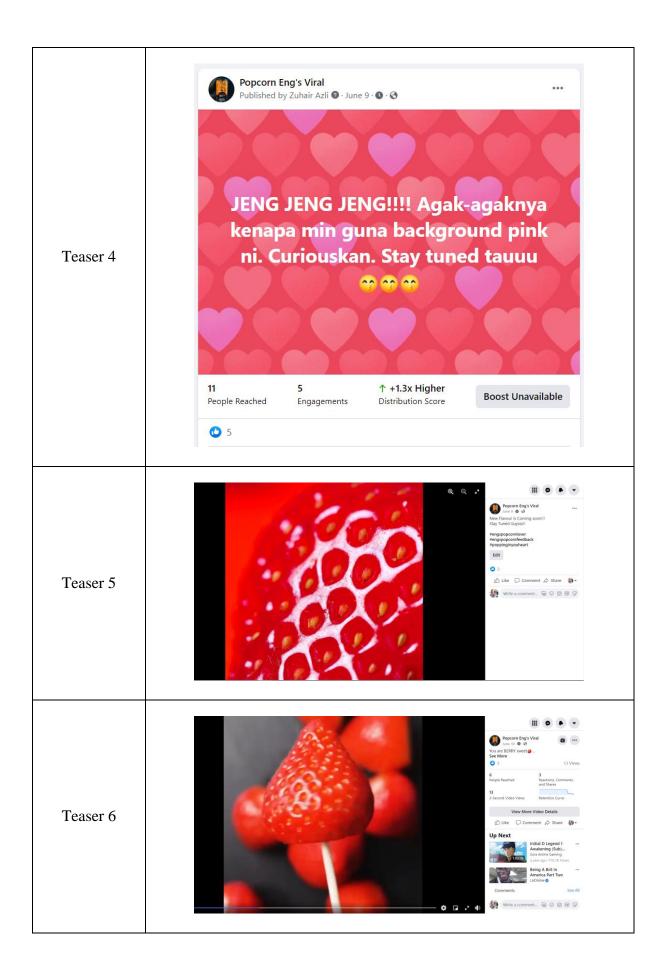
#### 3.1 URL Facebook Page

The URL for a Facebook Page is the portion of the web address that comes after https://www.facebook.com/. This is what Facebook refers to as your username. This is also known as vanity URL. The important of changing URL Facebook Page is to make sure consumer can easily reach the page. Therefore, I change my Facebook Page URL to https://www.facebook.com/viralpopcorn with reason to matching with my business.

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# 3.2 Teaser





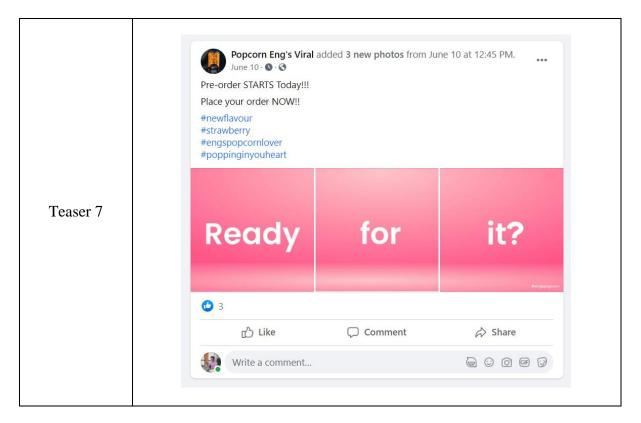
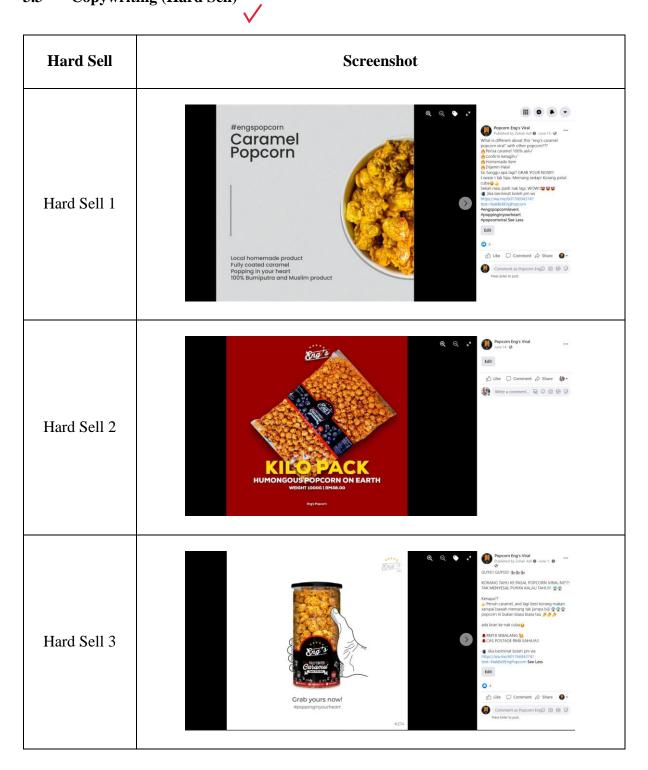
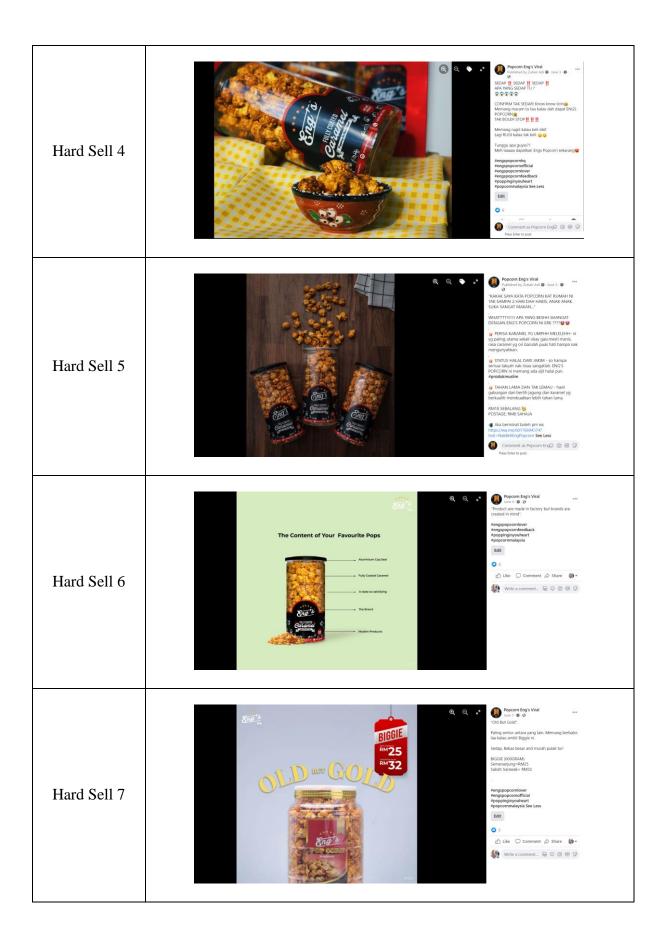
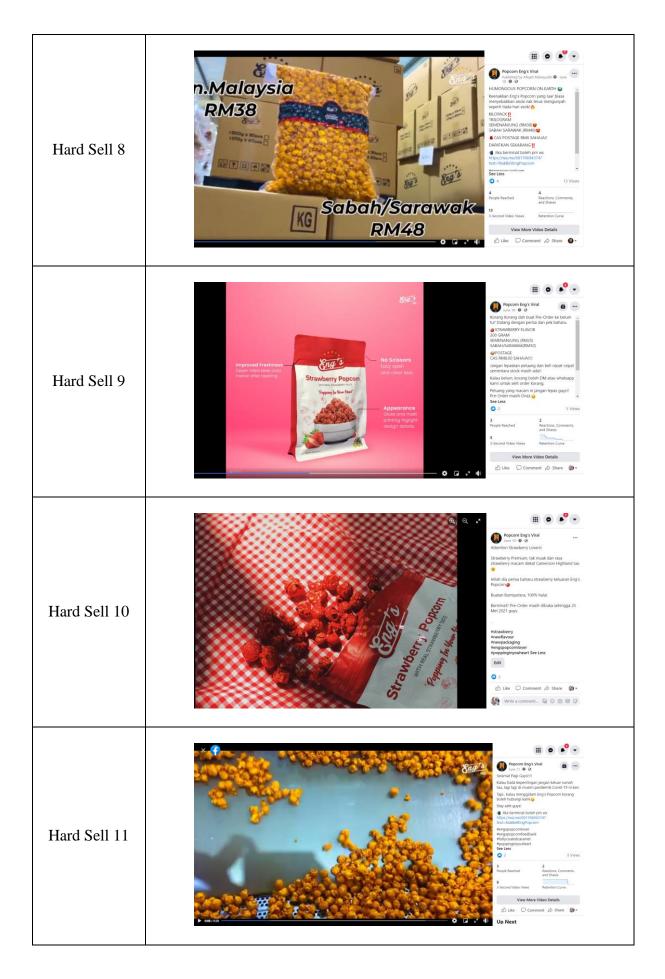


Table 3.1: Teaser Screenshot

## 3.3 Copywriting (Hard Sell)







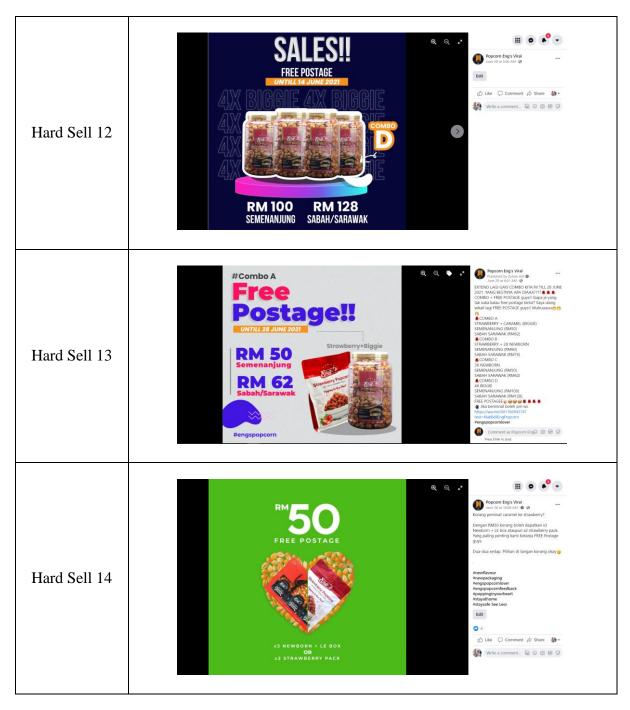
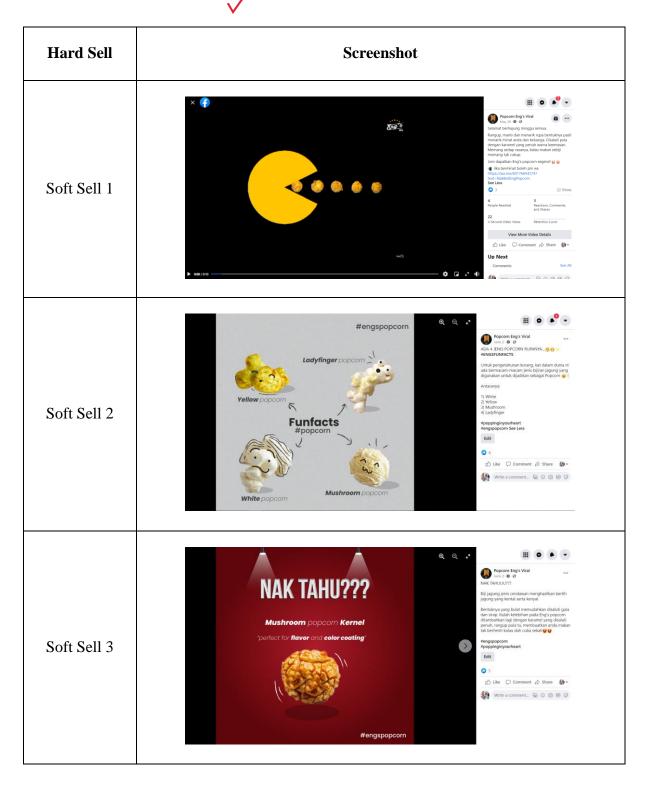
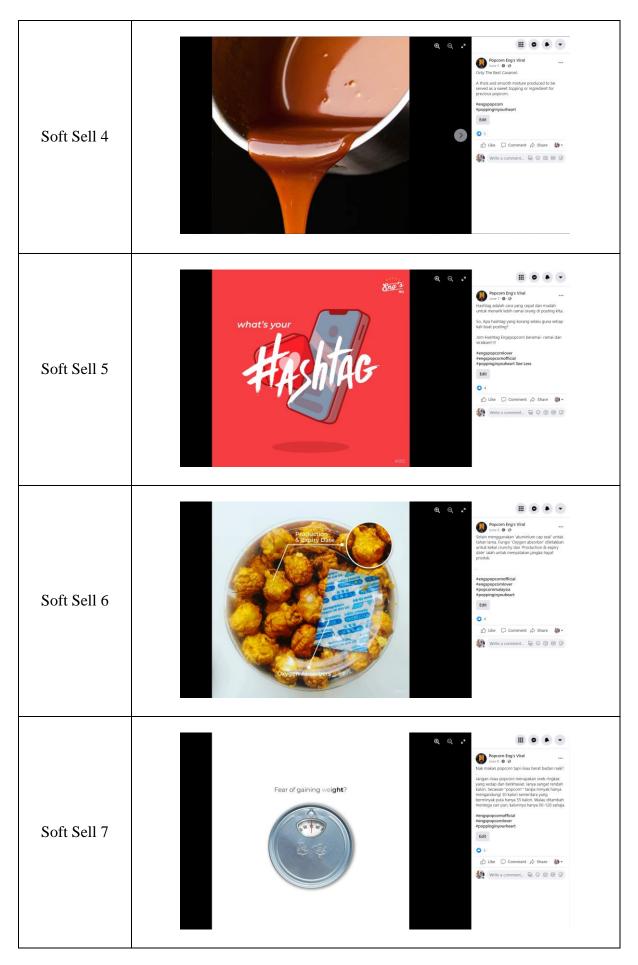
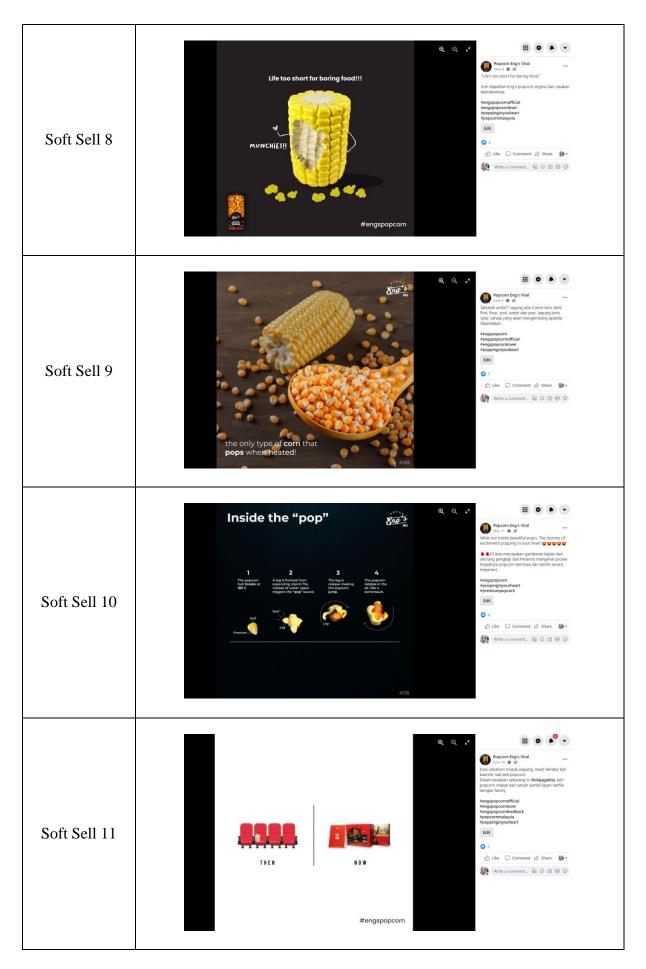


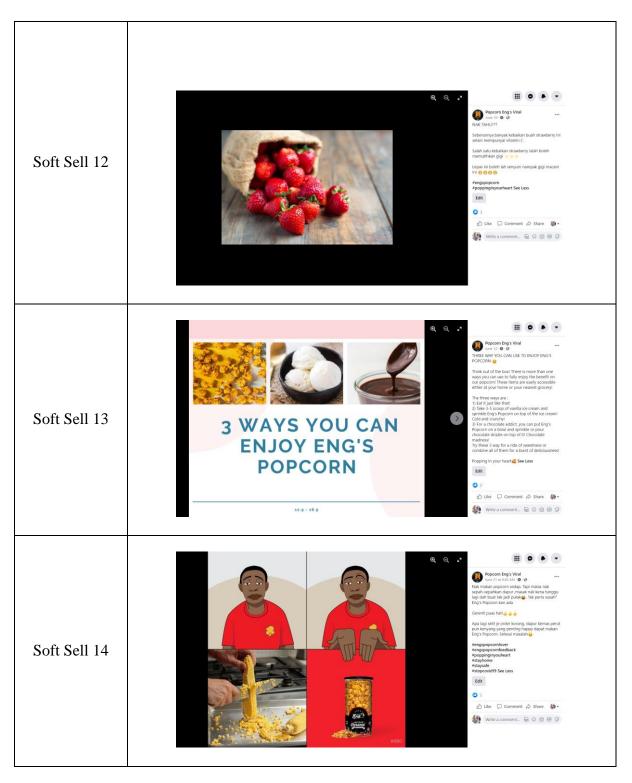
Table 3.2: Hard Sell Screenshot

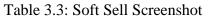
# 3.4 Copywriting (Soft Sell)





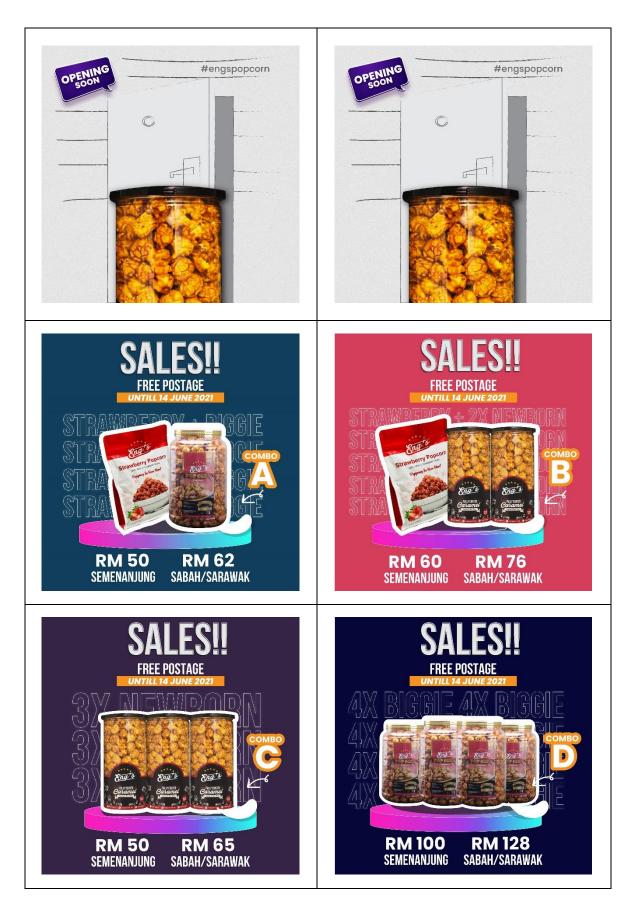


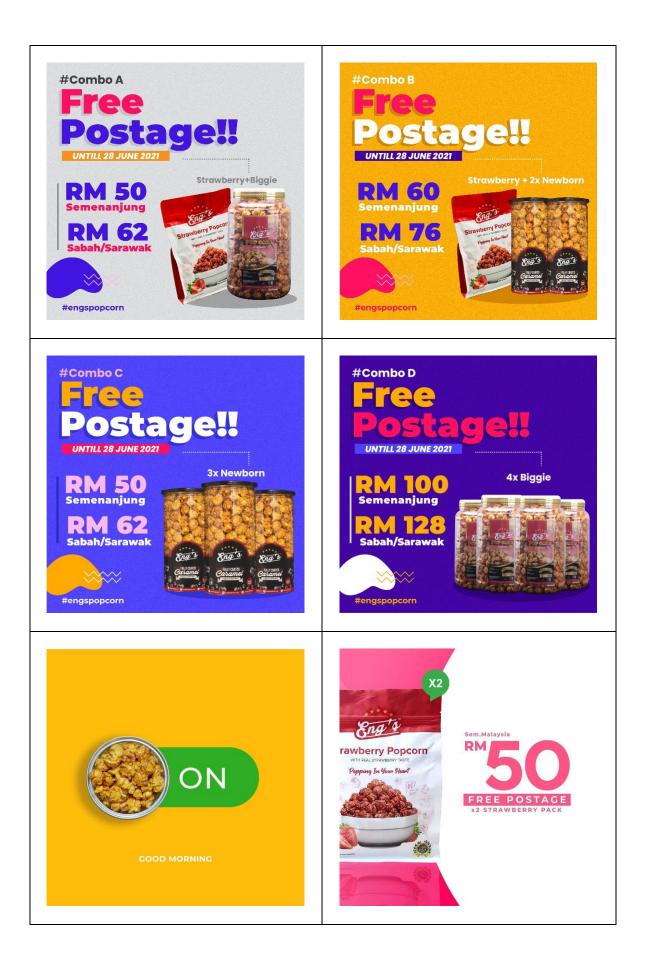




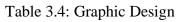
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#### CONCLUSION

In a nutshell, Popcorn Eng's Viral is a company that guarantees pleasure for every single mouthful of our completely coated caramel popcorn to our customers at a cheap price while providing the luxury flavour of worldwide brand popcorn. We may infer that by operating our company through a Facebook page, we are able to promote and advertise our products and services while also raising awareness of our current business brand among Facebook users, particularly those in our business location. We may also upload the most recent information about our company's activities or events on this type of site.

Furthermore, it provides benefits not only to our firm but also to ourselves, as we are able to keep up with current business trends by not only utilising Facebook, but also other available platforms where we can improve our knowledge and abilities in IT. Then, instead of becoming an outdated businessman, it will grow us by keeping up with contemporary developments in our nation. As a result, as a start-up business using a Facebook page, we were able to fulfil some of our objectives with success and will continue to do so in the future by extending and running our business through other accessible social media and improving our marketing approach.