



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

66

FACULTY BUSINESS AND MANAGEMENT

(ENT530)

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: LANGKAP CRUNCH

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SUBMISSION DATE:

25 JULY 2021

ACKNOWLEDGEMENT

I would like to extend my gratitude to Dr Zawani for her guidance for the subject ENT530. As we all know that this is dire times with the pandemic COVID-19 still has not been solved and the lockdown period has been ongoing for a year above. As a regulation to prevent further cluster from this virus, most student including myself has been learning online and it is undeniable that there are more hardships rather than ease as the learning process has been a lot more quite the struggle. As we all know that not many are privilege with a good household, environment and good internet connection place. These small factor coincidentally will overlap with our responsibilities as a student. Therefore, during this harsh times, Dr Zawani has done a great and tremendous effort into giving her all for making the class to proceed smoothly. Her clear explanation and guidance has enable not only but the whole class to act with great attention to her works. I believe Dr Zawani has shown professionalism handling her works knowing that there are students that may struggle within themselves. She has done an act of thoughtfulness and for that I am extremely grateful during this whole semester.

EXECUTIVE SUMMARY

Langkap Crunch (LC) is a sole proprietorship company that has been established by myself, Muhammad Akim bin Hassan as a way to provide scrumptious dessert at an affordable price.

The reasoning behind its name is that Langkap is the hometown of the owner and Crunch to signify that the focused product would mainly be scrumptious desserts. LC currently is fully operated by the owner as it is still at a small business and has limited prowess to catch up with larger demand.

As of now, there is only one product that has been launched which is mini coco crunch bathe with white chocolate to make a tasty dessert that will surely leave tester with a sense of satisfaction. This premium dessert is done at small batch and it people can purchase this dessert through its Facebook page; Langkap Crunch.

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1.0 Business Registration (e-Commerce)

Go-eCommerce BETA

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE **BUSINESS PROFILE**

PERSONAL PROFILE

PERSONAL INFORMATION

Name	:	Akim Hassan	Phone/Mobile	:	
New Identity Card No.	:		Home Address	:	
Email Address	:		District	:	
City	:		Postcode	:	
State	:		Personal Instagram	:	sn
Personal Facebook	:		Race	:	Malay
Gender	:	Male	Special Need	:	No
Marital Status	:	Single	Required	:	

BUSINESS PROFILE

INSTITUTION INFORMATION

ADD NEW

EDIT

MY PROFILE

MY BUSINESS

MY LEARNING

MY NOTIFICATIONS

HOME

ENG

25/7/2021 2:38 PM

UTM Puncak Alam - NZI ENT530

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA	Edit Delete
State of Institution	:	Selangor	Name of Institution	:	UTM Puncak Alam	
Address of Institution	:	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor.	City	:	Puncak Alam	
			Postcode	:	42300	
District of Institution	:	Kuala Selangor	Study Status	:	Full time	
Level of Study	:	Bachelor Degree	Class Name	:	NZI ENT 530	
Course Name	:	NZI ENT530	Year Enrolling the subject	:	2021	
Subject Name	:	PRINCIPLE OF ENTREPREEURSHIP	Lecturer Name	:	NOR ZAWANI BT MAMAT@IBRAHIM	
Month Enrolling the Subject	:	3	Year Of Internship Enrollment	:		
Internship Enrollment	:	No	Period of Internship Training	:		
Month of Internship Enrollment	:		Expected Month To Complete Study	:	8	
Expected Year To Complete Study	:	2023				

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Show all

2.0 Introduction of Business

Langkap Crunch is a company that specializes into offering dessert that will surely leave a sweet aftertaste towards its customers. Their product uses premium ingredient and does not make the customers feel bored to keep on munching its sweet offerings. The idea to make desserts at its main product came when the owner always felt an urge to something sweet but does not each bite too boring since sometimes something sweet may seem a bit over and therefore lose the urge to continue eating. That is why Langkap Crunch is introduced where they will make sure that the product that will be released can satisfy its customers' sweet tooth.

2.1 Langkap Crunch Information

Name of Business	Langkap Crunch
Business Address	36700 Langkap, Perak
Corresponding Address	langkapcrunch@gmail.com
Contact	
Form of Business	Sole Proprietorship
Main Activities	Retail sale and food products
Name of Bank	CIMB
Bank Account Number	
Date Registration	July 2021

2.2 Organization Chart



Muhammad Akim bin Hassan (General Manager)

Langkap Crunch is a sole proprietorship company and as of now is fully operated by the owner; Muhammad Akim bin Hassan. Mr. Akim is an aspire entrepreneur where he decided to venture the food and beverage business. He focuses on desserts as he believes that in the food business there is a lot of opportunity to make the business grows and eventually he can hire people to make his business operation large to keep up with demand. He has an ambition where he wants to other people to make extra income with the job opportunities that his business can offer in the future.

2.3 Mission and Vision

A Mission Statement defines a business's objectives and its approach to reach those goals. A Vision Statement describes the desired future position of the company. Elements of Mission and Vision Statement are often combined to provide a statements of the company's purposes, goals and values.

Mission

To provide sweet and scrumptious desserts that is affordable and prioritises the satisfaction of its customers.

Vision

To be a well-established company in the next 2 years with the company have a lot branch and offers job opportunity or even as a means to make some extra income with Langkap Crunch products to be in high demands and received well with positive responses therefore strengthen further its position in a highly competitive business.

2.4 DESCRIPTION OF PRODUCTS/SERVICES

Langkap Crunch has been founded for the reason to introduce premium desserts that suit the taste bud of both sweet tooth and regular customers. It only uses high quality ingredient and making sure that it is certified Halal. As of now there is only product that has been launched which is mini coco crunch bathe with white chocolate. As white chocolate has slightly less sweet compared to regular chocolate therefore is the best approach to get Langkap Crunch product introduced to those who do not favour overly sweet desserts. The owner had tried to place himself as the customer before launching the products.

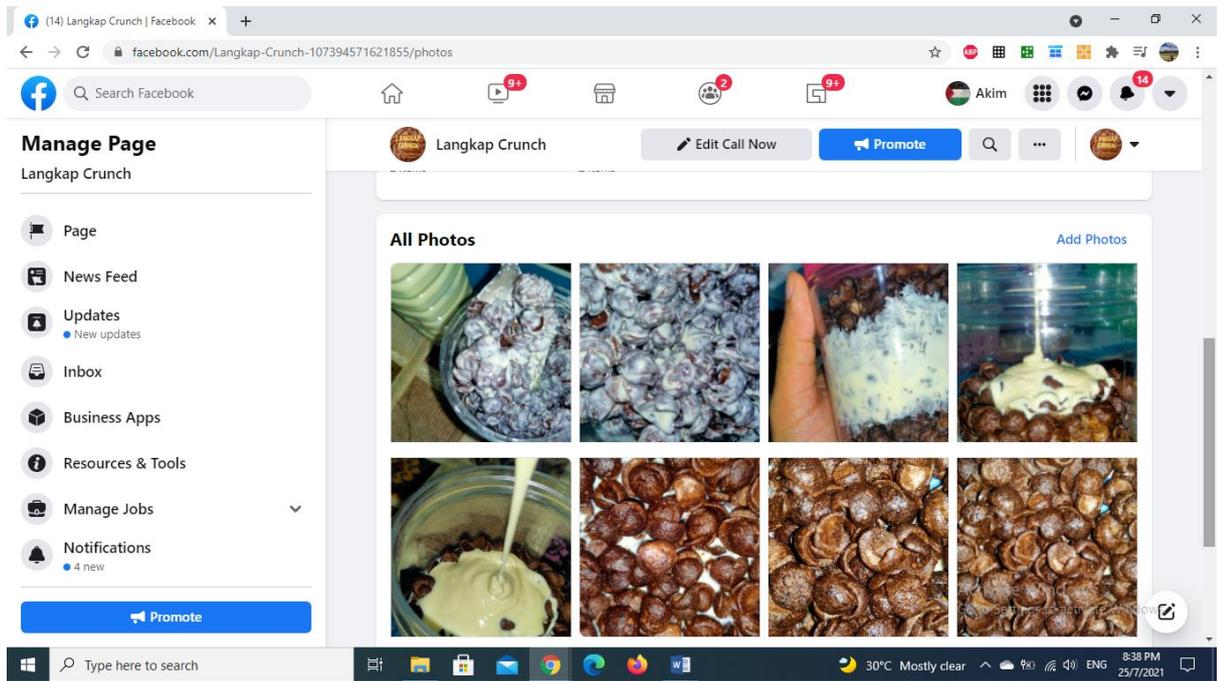
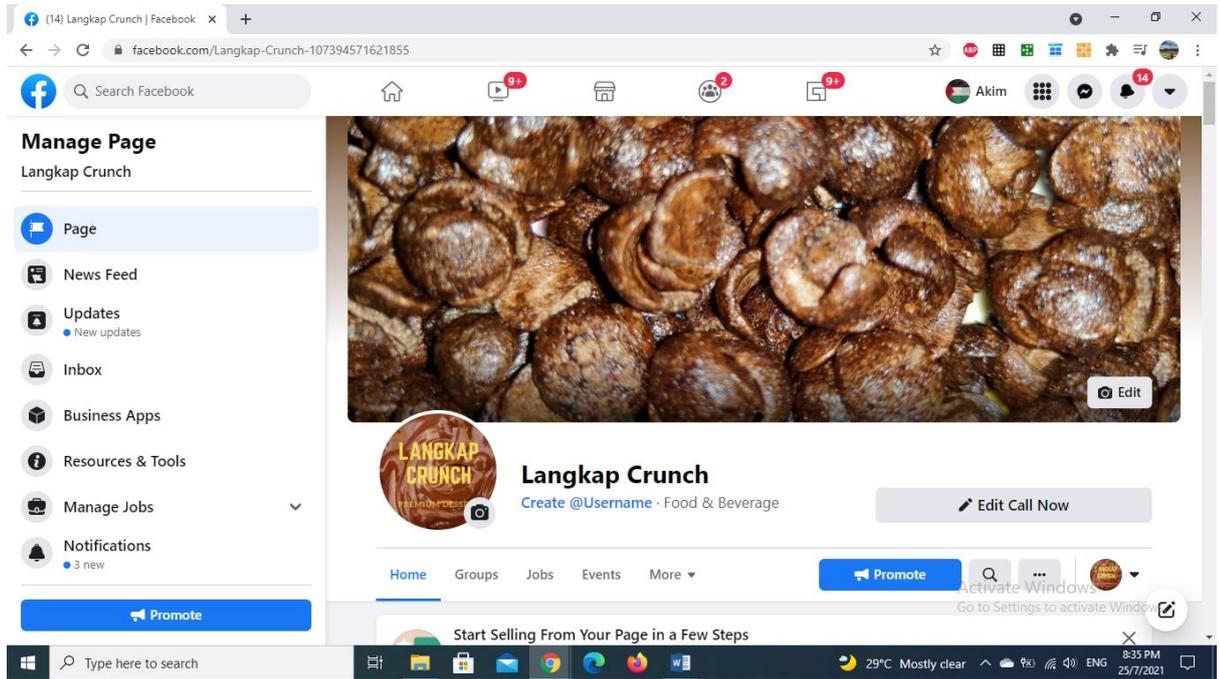
2.5 Price List

Currently there is only one product that is available which mini coco crunch bathe with white chocolate. It uses a 200g container and is priced at RM10.00. Such desserts is not over-priced as it is the competitive price in the market.

3.0 Facebook

Nowadays the advance of technology where everything is just a click away has enable people all over the world to do various things. Social media hold an important position where people connects with each other whether it is with peers or colleagues. We can keep in touch with friends or mutual and know behind what are they currently doing in their life. As such Facebook comes by providing all sorts of things to be shared at our profile. Facebook has become a large and reliable media where now the regular social media to keep in touch has grown large where we can get all sort of news or even to act as marketing tools to get people to notice any products/services that we provide. As a business owner that aspire to succeed, I also grab the chance to get started and create a page for my business; Langkap Crunch where I sells premium desserts at an affordable price. Here are some of my posts regarding my business:

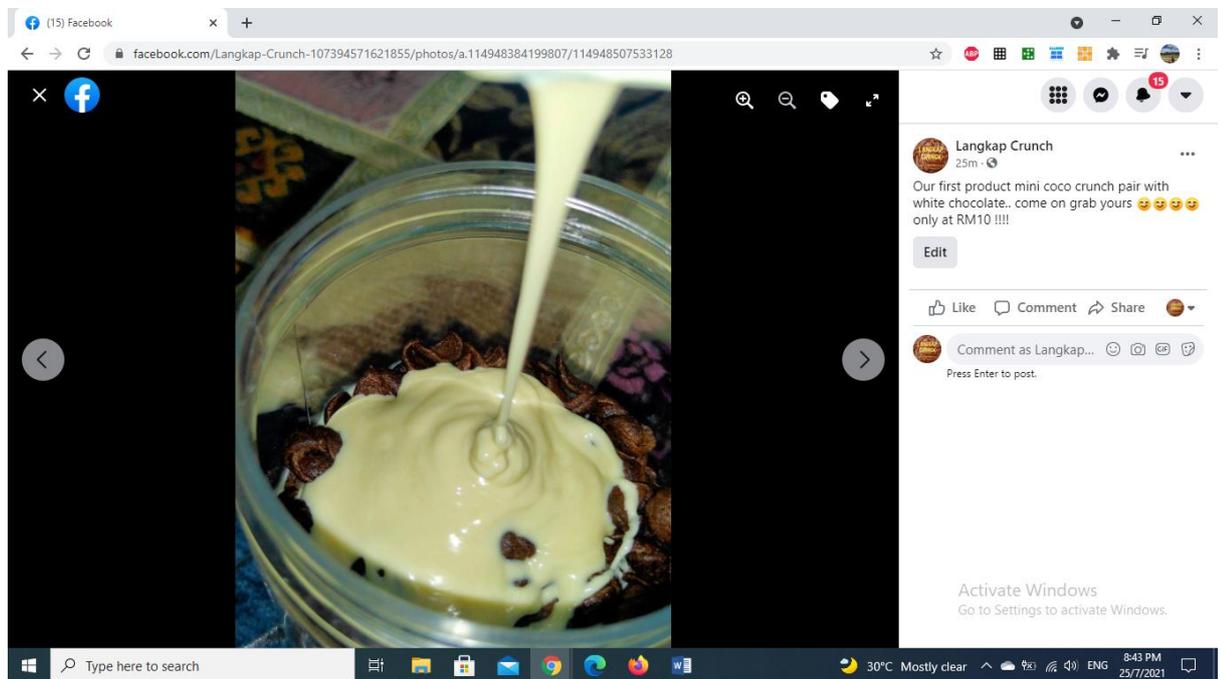
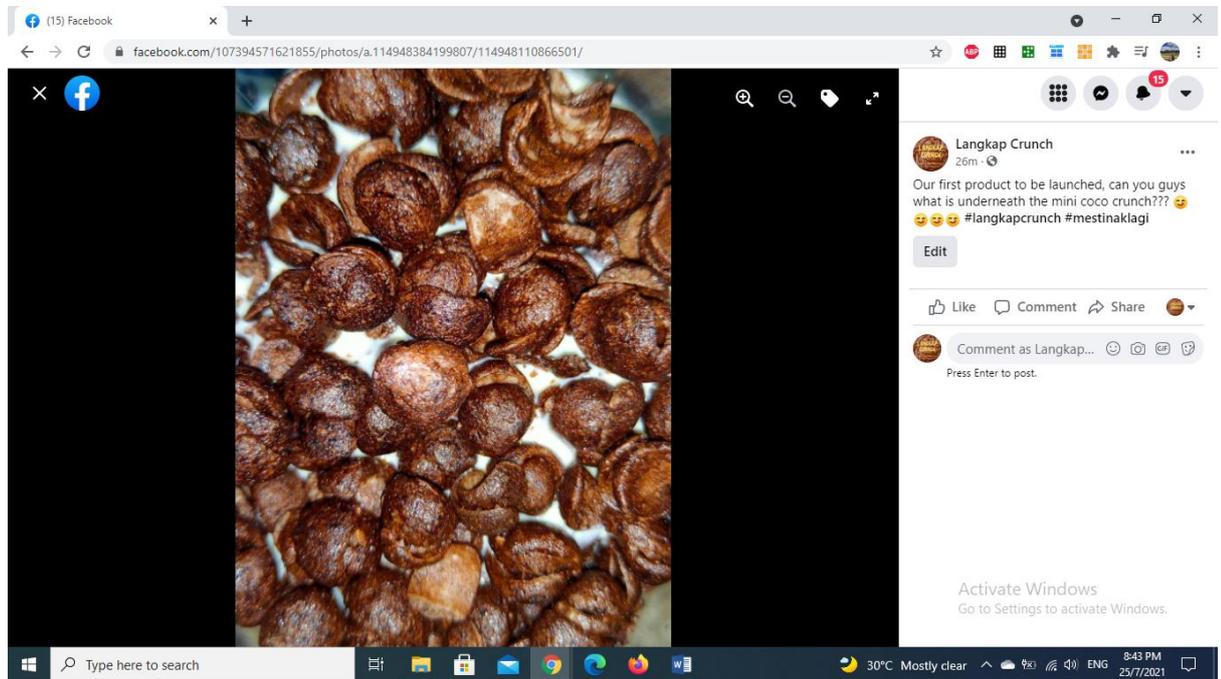
3.1 Creating a Facebook page



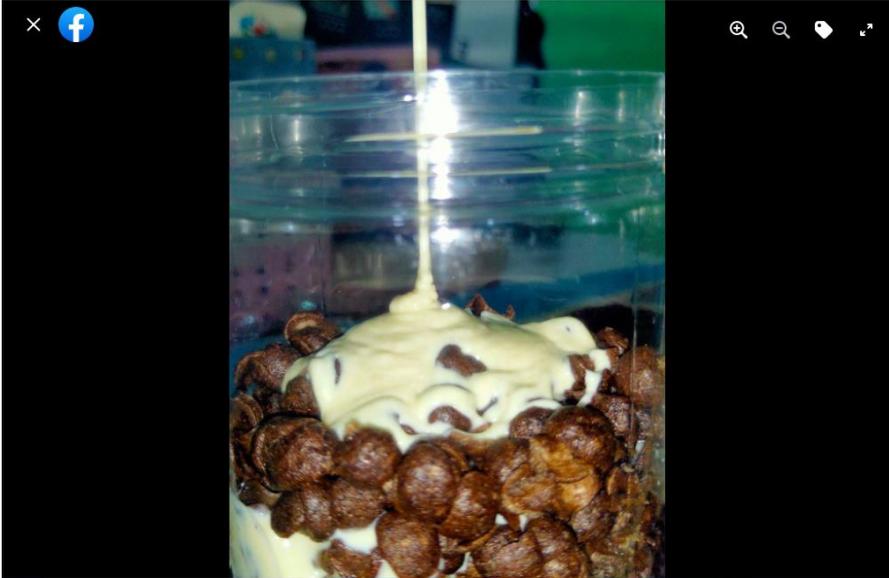
3.2 URL Facebook Page

<https://www.facebook.com/Langkap-Crunch>

3.3 Facebook Post Teaser



3.4 Facebook Post – Hard Sell



The screenshot shows a Facebook post from the page 'Langkap Crunch'. The main image is a video showing a thick, white, creamy substance being poured from a pink piping bag into a clear glass jar. The jar is already filled with a layer of brown, round, crunchy-looking pieces. The background is dark and out of focus.

Langkap Crunch
23m · 🌐

You can pm us for purchases or just go to this link
[w.me/langkapcrunch](https://www.facebook.com/langkapcrunch)
[w.me/langkapcrunch](https://www.facebook.com/langkapcrunch)
[w.me/langkapcrunch](https://www.facebook.com/langkapcrunch)
Hurry get a taste of this premium dessert 😍😍

Edit

Like Comment Share

Comment as Langkap...
Press Enter to post.

Activate Windows
Go to Settings to activate Windows.

Type here to search | 30°C Mostly clear | 8:44 PM 25/7/2021



The screenshot shows a Facebook post from the page 'Langkap Crunch'. The main image is a video showing a hand holding a clear glass jar filled with a dessert. The dessert consists of a thick, white, creamy substance with small dark specks, layered with brown, round, crunchy pieces. The hand is visible on the left side of the jar.

Langkap Crunch
23m · 🌐

Look at our generous white chocolate. A definite pleasure for those who just love to eat sweets 😍😍😍
[w.me/langkapcrunch](https://www.facebook.com/langkapcrunch)
[w.me/langkapcrunch](https://www.facebook.com/langkapcrunch)
[w.me/langkapcrunch](https://www.facebook.com/langkapcrunch)
Come and grab and savour our premium desserts 🍪🍪🍪

Edit

Like Comment Share

Comment as Langkap...
Press Enter to post.

Activate Windows
Go to Settings to activate Windows.

Type here to search | 30°C Mostly clear | 8:45 PM 25/7/2021

3.5 Facebook Post – Soft Sell



facebook.com/Langkap-Crunch-107394571621855/photos/a.114948384199807/114949840866328

Langkap Crunch
21m · 🌐

Just look at those cute mini coco crunch completely coated with white chocolate 🍫🍫🍫🍫

[w.me/langkapcrunch](https://www.facebook.com/langkapcrunch)
[w.me/langkapcrunch](https://www.facebook.com/langkapcrunch)
[w.me/langkapcrunch](https://www.facebook.com/langkapcrunch)

Come and grab yours and enjoy this savoury desserts, suitable for all ages 🍫🍫🍫🍫

Edit

Like Comment Share

Comment as Langkap...
Press Enter to post.

Activate Windows
Go to Settings to activate Windows.

Type here to search | 30°C Mostly clear | 8:45 PM 25/7/2021



facebook.com/Langkap-Crunch-107394571621855/photos/a.114948384199807/114950944199551

Langkap Crunch
18m · 🌐

This is pure happiness in a jar, lets try Langkap Crunch first product... mini coco crunch pair with white chocolate 🍫🍫🍫🍫

[w.me/langkapcrunch](https://www.facebook.com/langkapcrunch)
[w.me/langkapcrunch](https://www.facebook.com/langkapcrunch)
[w.me/langkapcrunch](https://www.facebook.com/langkapcrunch)

Just click on the link and you are good to go, affordable and suit the taste of many 🍫🍫🍫🍫

Edit

Like Comment Share

Comment as Langkap...
Press Enter to post.

Activate Windows
Go to Settings to activate Windows.

Type here to search | 30°C Mostly clear | 8:45 PM 25/7/2021

Conclusion

As we can see that managing a business requires proper marketing to get news about the product/services offered by our business to reach many people. As long as we put effort into our marketing then surely there will always be opportunity for people to be in touch and do purchases for our product/services. We can also see that managing a business requires mission and vision that allows us to remain focused and be more objective-oriented where each milestone will enable us to make our business to grow larger. This assignment where we are required to build up a business portfolio definitely have made us go through the in and out of how a business need to be managed. I believe that the objective of this assignment has definitely reach its purpose where we have learnt into tapping our business using one of the most users which is Facebook. Using Facebook page provide opportunities where we can advertise our product/services within mere seconds and this will surely be helpful whenever we take a turn into our life to create or manage a business use the features provided by Facebook to do our marketing.