



اَوْنِفُوْ سَيِّتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

67



SOCIAL MEDIA PORTFOLIO: LOCALSNACK.MY by Nrl.Afiah

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ACKNOWLEDGEMENT

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Lastly, I would like to thank to my classmate because they always help me to complete my assignment, sincerely, thanks to everyone that contribute with this assignment.

EXECUTIVE SUMMARY

This business which is localsnack.my is more focusing on local snack that Malaysian people made it with heart. For now, I am more focusing in selling Mellow Crunch and Mellow Cookies, both of this snack is made from high quality ingredients. This portfolio is a result of opening a business and proving that it is utilizing the Facebook page to promote the product. The contents in this portfolio are based on the guideline that provide from the lecture and based on the posts that were advertised on the Facebook page platform.

TABLE OF CONTENT

CONTENTS	PAGE NUMBER
Acknowledgement	2
Executive Summary	3
Table of Content	4
Business Registration	5
2.0 Introduction of Business	6
2.1 Name and Address of Business	
2.2 Organizational Chart	
2.3 Mission and Vision	
2.4 Description of Products and Services	
2.5 Price List	
3.0 Facebook	10
3.1 Facebook Page	
3.2 Facebook URL	
3.3 Facebook Teaser	
3.4 Facebook post - Copywriting (Hard Sell)	
3.5 Facebook post - Copywriting (Soft Sell)	
4.0 Conclusion	15

BUSINESS REGISTRATION

Go-eCommerce
BETA

HOME

MY ACHIEVEMENTS

MY PROFILE

MY BUSINESS

MY LEARNING


MY NOTIFICATIONS

MORE

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

PERSONAL PROFILE

BUSINESS PROFILE



NURUL AFIAH NAJWA
BINTI MOHD SAYFRIE

Personal Information

Name	:	NURUL AFIAH NAJWA BINTI MOHD SAYFRIE	Phone/Mobile	:		Edit
	:		Home Address	:		
New Identity Card No.	:					
Email Address	:		District	:		
	:		Postcode	:		
City	:		Personal Instagram	:		
State	:		Race	:	Malay	
Personal Facebook	:		Special Need Required	:	No	
Gender	:	Female	Partner Representative	:		
Marital Status	:	Single				

Education Background

Go-eCommerce
BETA

HOME

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MORE

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PERSONAL PROFILE

BUSINESS PROFILE



NURUL AFIAH NAJWA
BINTI MOHD SAYFRIE

Company Name	:	Localsnack.my	Company Registration No.	:		Edit
Type Of Business	:	Enterprise	Business Role	:	Agent	
Facebook Page	:	https://www.facebook.co m/localsnack.my	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	
Wechat for Business	:		Business Instagram Page	:	localsnack.my	
Marketplace	:	Others,Shopee	Business Website	:		
Business Related to Your Study Field	:	Yes	Type Of Website	:		
			Experience in International Export	:	No	

2.0 INTRODUCTION BUSINESS

2.1 Name and Address of Business

- Our business name is localsnack.my because we are just an agent. We are more focusing on Mellow Crunch product.
- Managed by Marketing Mafia, No 2, Jalan PP 11/4. Alam Perdana Industrial Park, 47130, Puchong, Selangor.
- Our hq number phone
- This is our hq email, askmellowcrunch@gmail.com



Figure 2.0: Mellow Crunch logo

This is my first time started doing a business as an agent. I want to start this business is because as an agent we do not require to open a shop, we can just take product and selling at home. We need to promote our product frequently to attract the customers using our social media platform.

2.2 Organizational Chart

In doing a business, organizational chart is so important to ensure the business can run smoothly. Organizational chart is a structure of a business that shows the position of the workers. For this product, which is Mellow Crunch, the owner of this business is an influencer, Mr Hanif Jamal (@brgsjks) and I am one of the agents for this product, Afiah Najwa.

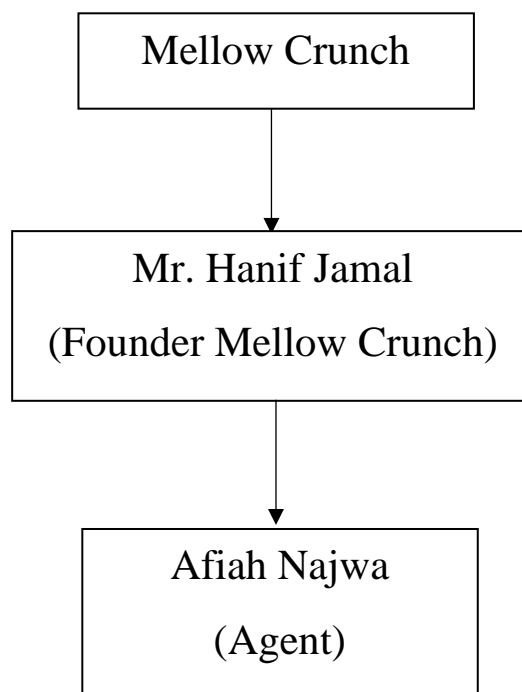


Figure 2.1: Organizational Chart

2.3 Mission and Vision

Mission and Vision is an important element when establishing a business even as an agent. The existence of mission and vision also will help the business to run smoothly. Mission and vision have its own

definition even though their meaning is quite similar. Mission is a main goal that company wishes to achieve in the short run period while vision is the main goal to be achieved in long run period.

- **Mission**

Our mission is to be recognized by more people even as an agent I need to receive many orders day by day. We also want to provide to everyone an opportunity to enjoy our sweetness in our daily life without any compromise, we can guarantee that.

- **Vision**



Our vision is to bring quality of joy and quality of sweetness to everyone.

2.4 Description of Products and Services

Localsnack is a certified agent of Mellow Crunch that offer a Mellow Crunch product to customers with affordable prices and quality of services. The reason why I choose this name “Localsnack” is because there are too many Mellow Crunch agent around the world, so they can easily recognize my page or my social media account. I am covered around Kunak, Sabah area. So, if people in Sabah want to try this Mellow Crunch, they can find me. I will give you tiptop service.

2.5 Price List

For pricing we just follow the Hq price.

Product	Name and Price
	<p>Mellow Cookies</p> <p>SELLING PRICE</p> <p>RM16.90 SM</p> <p>RM20.90 SS</p> <p>WEIGHT: 290 +/- GRAMS</p> <p>QUANTITY: 30 - 35 PCS</p> <p>BUY 1 RM16.90</p> <p>BUY COMBO RM30</p>
	<p>Mellow Crunch</p> <p>SELLING PRICE</p> <p>1 BOTTLE</p> <p>RM13.90 SM</p> <p>RM16.90 SS</p> <p>WEIGHT: 310 +/- GRAMS</p>

3.0 FACEBOOK

3.1 Facebook Page

Facebook is a good platform to promote our business as nowadays there are so many people who have their own Facebook account. Therefore, it is very important for businesses to have their own product's page to let people know about their product. Our business will be more recognized by many people around the world if often people visit, like and share our page.

3.2 Facebook URL

Below are the lists of Localsnack.my page info:

- Page Name: Localsnack.my
- Username: @localsnack.my
- Category: Agent Snack
- Facebook page URL: <https://www.facebook.com/localsnack.my>
- Contact Number: 017-7313373
- Email: Afiahnajwaa@gmail.com

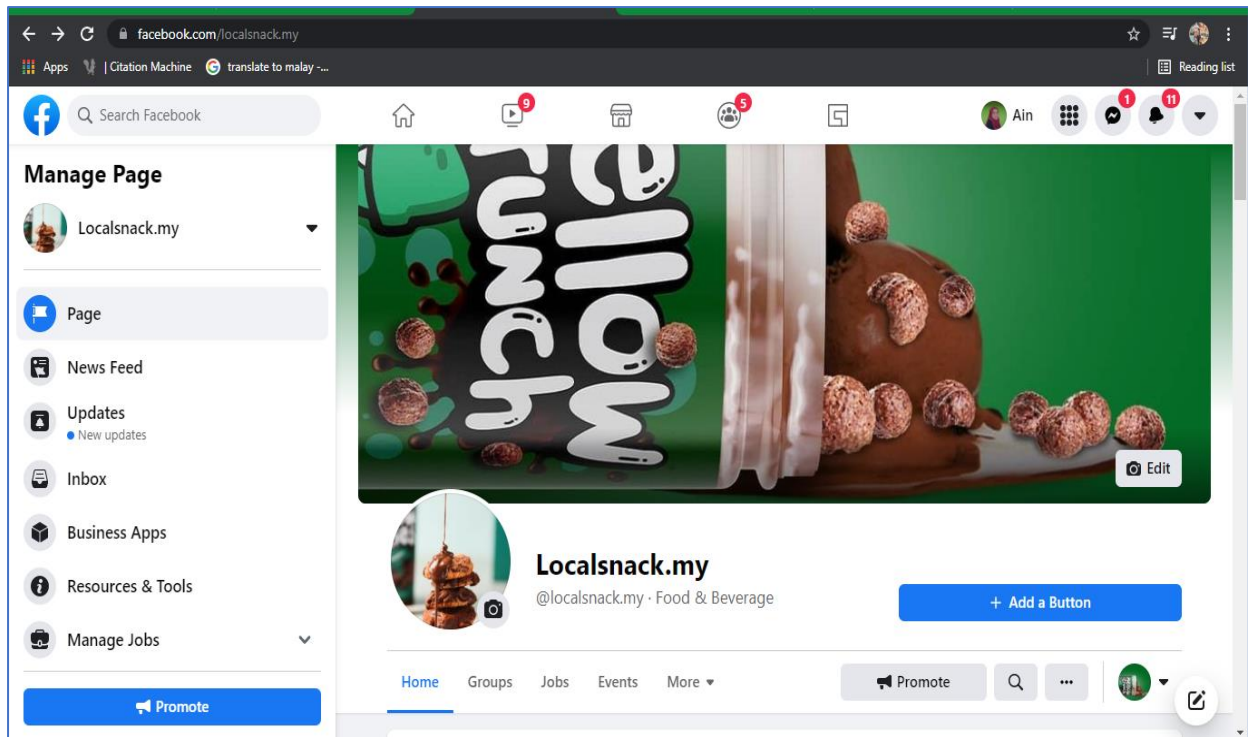


Figure 3.0 Facebook Page

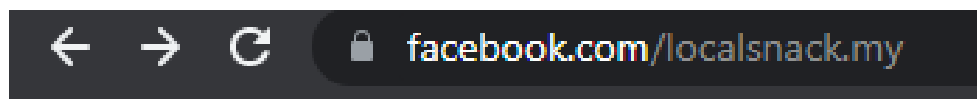
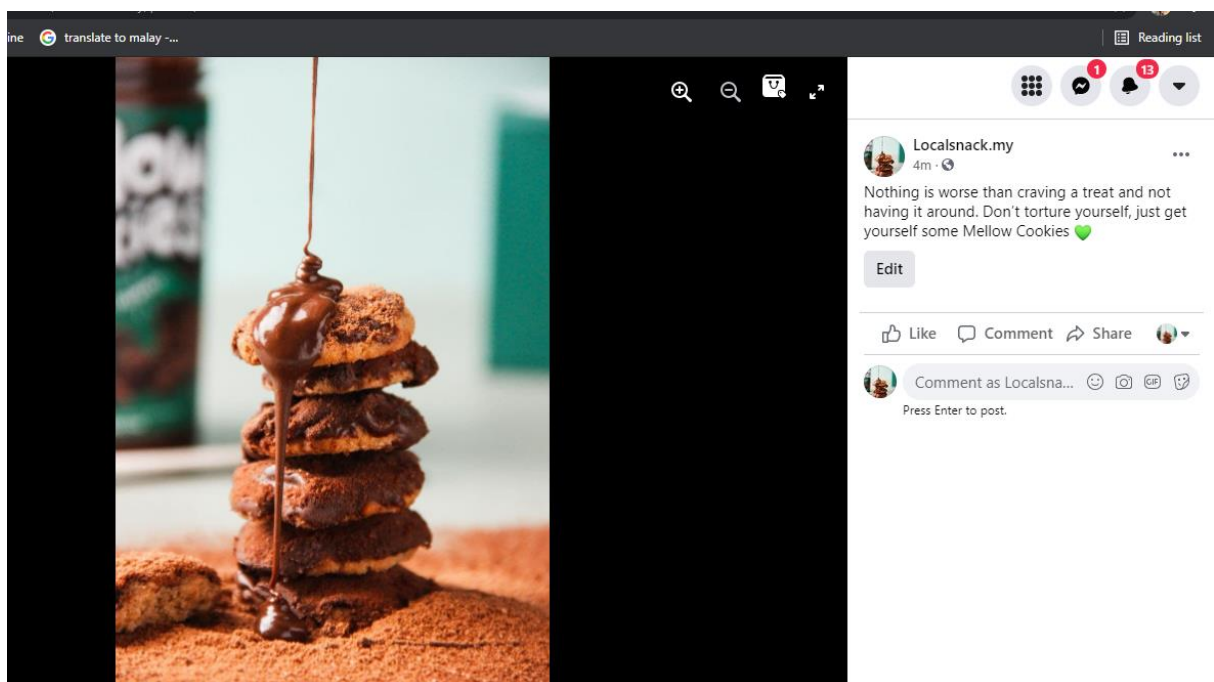
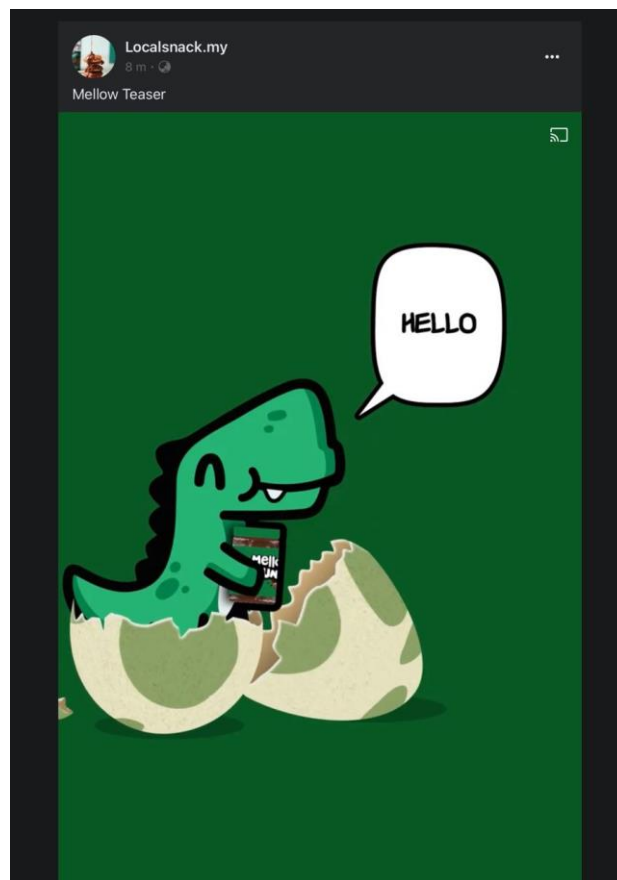


Figure 3.1 Facebook URL

3.3 Facebook Teaser




3.4 Facebook post - Copywriting (Hard Sell)

facebook.com/localsnack.my/photos/a.123985736591003/124029819919928/

Citation Machine translate to malay ...

Reading list



Localsnack.my
Just now · 🌐

Assalamualaikum and Good Day everyone,
Chillin' with some hot tea and a bottle of Mellow
Crunch is definitely a true definition of perfect
day 🍷

PRODUCT DETAILS

SELLING PRICE:
RM13.90 SM / RM16.90 SS

WEIGHT: 310g

Buy 2, Free Mellow Paperbag

Magic Ingredients:

Chocolate Rice balls, Premium Cocoa malt
powder, Vegetable Oil and Chocolate.


No sugar added. Suitable for all range of age.
If you want to stay happy and forget your stress
hormones, then having a bottle of Mellow
Crunch is probably the best remedy you can
think of! 🍷 See Less

Comment as Localsna... 🗨️ 📷 📺 🗑️

facebook.com/localsnack.my/photos/a.123985736591003/124034829919427/

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Reading list



Localsnack.my
1m · 🌐

Not enough with Mellow Crunch? Now we are
ready to serve to you with Mellow Cookies!
Stop dreaming and start eating.
Cookies can be boring, but now there is Mellow
Cookies for everyone 🍷

PRODUCT DETAILS

SELLING PRICE :
RM16.90 SM / RM20.90 SS

WEIGHT : 290 +/- GRAMS

QUANTITY : 30 - 35 PCS

BUY 1 : RM16.90

BUY COMBO : RM30
(Save RM0.80 for Mellow Crunch and Cookies) +
Free Cute Mellow Paperbag

MAGIC INGREDIENTS

Butter Milo Cookies, Milo Powder, Melted milk
chocolate compound, & Vegetable oil
No sugar added. Sesuai untuk semua golongan.

For cookies special made by Zombie Cookies
Here's something about how simply great it


Comment as Localsna... 🗨️ 📷 📺 🗑️

3.5 Facebook post – Copywriting (Soft sell)

facebook.com/localsnack.my/photos/a.123985736591003/124037273252516/

Citation Machine translate to malay ...

Reading list



Localsnack.my
Just now · 🌐

3 KEBAIKAN COKLAT 🍫 UNTUK KESIHATAN YANG ANDA PASTI TIDAK TAHU

Coklat merupakan kalori yang tinggi dan coklat mengandungi karbohidrat, gula, dan lemak, serta sejumlah protein. Selain itu, ia kaya dengan sumber vitamin B12, niacin, riboflavin, vitamin E dan mineral seperti fosforus, mangan, dan zink. Coklat juga mengandungi kalsium, magnesium, kalium, dan besi. Coklat, terutamanya pelbagai dark chocolate yang diperbuat daripada biji koko, mengandungi dengan pelbagai antioksidan yang kuat seperti flavonoid dan polifenol. Berikut adalah kebaikan coklat untuk kesihatan anda:

- ✅ Meningkatkan tahap tenaga dalam badan

Asid lemak seperti asid stearik dan asid palmitik (kedua-duanya tepu) dan asid oleik (tak tepu) berfungsi untuk membantu mengurangkan berat badan dan memberikan tenaga, tanpa risiko pengumpulan kolesterol, seperti koko tulen. Apabila koko dijadikan coklat, jumlah kolesterol yang anda dapat bergantung kepada jenis susu (tona, semi-tona atau krim penuh) dan produk susu (mentega, pepejal susu) yang digunakan di

Comment as Localsna... 📷 📷 📷 📷

4.0 Conclusion

In conclusion, to start a business you need so many things to do to make sure your business run smoothly and can survive in long term. As an agent you need to work hard to make sure you will be recognized by people. In today world, social media is one of the platforms that can boost your sales. One of the social media that has a big influence is Facebook. People who want to promote their product can easily create Facebook page to promote or to sell their product, not only can promote and sell you also can update everything about your business. It can make people easier to know the update about your business with Facebook page. Lastly, from doing this social media portfolio, I have gained more knowledge about how to utilize Facebook page to do business.