



UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

PREPARED BY

FACULTY & : FACULTY OF ACCOUNTANCY

PROGRAMME : BACHELOR OF ACCOUNTANCY (HONOURS) AC220

BUSINESS NAME : KRIUK KRIUK

NAME

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ACKNOWLEDGEMENT

Alhamdulillah, I most grateful to Allah S.W.T for the completion of this Social Media portfolio as one of the requirements that need to accomplish in the course work assessment for the code ENT 530.

Special thanks to my parents in supporting me to complete this portfolio by helping sell my business product. This portfolio has been prepared with the cooperation and support from many people. Besides, not to be forgotten to my lecturer which is Sir Mohammad Zaim Bin Mohd Salleh and his kindness in helping me during the process of completion of this social media business work. He has given me a good service by providing useful information. Without his, I would not be able to complete this portfolio.

Through these problems, I manage to become more organize and mature in dealing with problems that occur during my business. This portfolio covers social media business using Facebook, sales revenue, creating soft sell, creating hard sell and create teaser to attract customer.

Lastly, to those who had involved and contributed directly or indirectly to this portfolio, I am very grateful to the for the effort and initiative that they have shown in business until successfully completed my portfolio report can give us little bit about Entrepreneurship world and fact about how to become an entrepreneur un future.

EXECUTIVE SUMMARY

Kriuk Kriuk (KK) offers food products for customers, providing the variety of flavours that gives high satisfaction to the customer.

KK clients are customers identifying students especially student that like to study in the night eats in the class and customers who like to watch movies can consume product with affordable price of product. KK also targeting busiest people and students because our products are durable.

Across Puncak Alam particularly the KK business has seen a started begin October 2019. Puncak Alam is an area most that students studying at UiTM Puncak Alam campus and many students are busy studying.

KK marketing strategy is to emphasize the quality and price of products. KK offers affordable price because many people in Puncak Alam is UiTM students. Thus, I develop marketing strategy that gives attraction to come buy KK products.

The management of KK consist only one worker, which is Muhammad Ammar Naim Bin Murad. I also create Facebook to expand my business through social media and learn how to post Facebook post for business product whether teaser poster, soft sell and hard sell. I also must raise the revenue at least RM 61 and above and prudent spending for my product to avoid profit falls.

I already have products commitments plan to promote the products. The variety of flavours that KK will provide is sure to appeal to customers throughout the Puncak Alam especially UiTM campus area.

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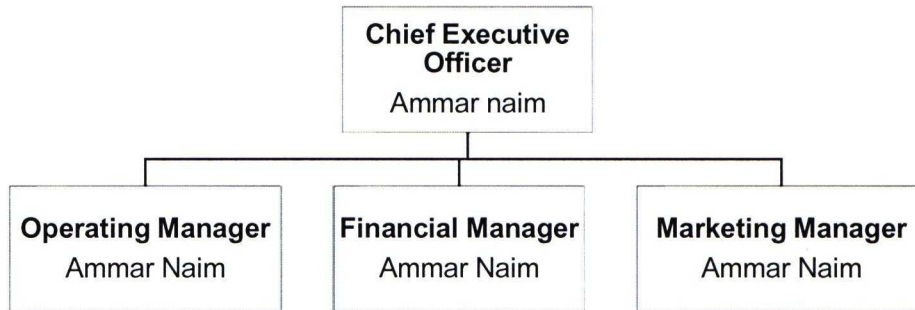
ii. **INTRODUCTION TO BUSINESS**

- Name and address of business

Kriuk Kriuk

2C-T02-U01, Presint 9, 62250 Putrajaya, W.P. Putrajaya.

- Organizational chart



- Mission / Vision

KK's vision is to be the first choice for consumers in food production in Malaysia.

KK's mission is to ensure the highest quality of our products and the variety types of flavour to the customers. KK will continuously improve all aspects of business in order to maintain the growth and profitability on fulfilling the needs of the present generations and also sustain the long term success.

- Description of products



← Example of KK's products

Kriuk Kriuk offers products such as *popia* with two type of flavour. KK offers a jar of *popia* cheese and *popia* cheese seaweed. KK also accept pre-order if the customer wants to buy our products in a large quantity.