



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka  
Kampus Bandaraya Melaka

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**ENT530 PRINCIPLES OF ENTREPRENEURSHIP**  
**SOCIAL MEDIA PORTFOLIO**



**HONEYBUNNY**  
**RICE CRISPY**

**HONEYBUNNY RICE CRISPY**

<https://www.facebook.com/Honeybunnyricecrispy>

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**FACULTY OF BUSINESS & MANAGEMENT**

**BM243 4B**

**SUBMITTED BY**

HANI ZHAFARINA BT A. RASHID

2019488884

**SUBMITTED TO**

DR KOE WEI LOON

**SUBMISSION DATE**

20/ 01/ 2021

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## EXECUTIVE SUMMARY

Honeybunny Rice Crispy offers various flavors of rice crispy. For now, we have four different flavors which are carrot, strawberry, chocolate, and pumpkin. The brand was founded by HZR Enterprise on 1<sup>st</sup> November 2020. The founder is Hani Zhafarina A Rashid, who is currently a bachelor's degree student in Human Resource Management at Universiti Teknologi MARA (UiTM). The specialty of Honeybunny Rice Crispy lies in the quality ingredients that does not contain any artificial ingredients or added food coloring.

Moreover, we are selling our products at reasonable prices. Customers can enjoy Honeybunny Rice Crispy anywhere and anytime. Customers can buy our products through Facebook using cash on delivery method or courier delivery service. We mainly use Facebook as the social media platform to promote our products and to connect with our customers. Many people nowadays spend most of their time on social media, hence, it allows us to reach our prospects easily and it gives us more opportunities to increase our brand awareness.

Our online business so far has been well received as we are able to create loyal customers. As a proof, Honeybunny Rice Crispy's Facebook page successfully gained 224 likes and 235 followers in less than three months. Our mission is to put a smile on our customers' faces. Therefore, we strive to make them satisfied with every purchase.

# 1.GO E-COMMERCE

PERSONAL PROFILE

BUSINESS PROFILE



Hani Zhafarina A Rashid

## Personal Information

Name	: Hani Zhafarina A Rashid	Phone/Mobile	: 01110005390	<a href="#">Edit</a>
New Identity Card No.	: 980814565366	Home Address	: No 23, Jalan 7c/6, Taman Setapak Indah	
Email Address	: name.hani@gmail.com	District	: Setapak	
City	: Kuala Lumpur	Postcode	: 53000	
State	: WP Kuala Lumpur	Personal Instagram	: https://www.instagram.com/hanirin.stagram/	
Personal Facebook	: https://www.facebook.com/hani.rashid.7/	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

## Institution Information

[Add New](#)

### UiTM Melaka Kampus Bandaraya Melaka - Principles of Entrepreneurship

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Melaka	Name of Institution	: UiTM Melaka Kampus Bandaraya Melaka	
Address of Institution	: UiTM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	: Bandaraya Melaka	
		Postcode	: 75300	
District of Institution	: Melaka Tengah			
Level of Study	: Bachelor Degree	Study Status	: Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	: Principles of Entrepreneurship	Class Name	: M1BA2434B	
Subject Name	: ENT530	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 10	Lecturer Name	: Dr Koe Wei Loon	
Internship Enrollment	: No	Year Of Internship Enrollment	: 0	
Month of Internship Enrollment	: -	Period of Internship Training	:	
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 6	
Related To Study Field	: Yes			

PERSONAL PROFILE

BUSINESS PROFILE



Hani Zhafarina A Rashid

Company Name	: HZR	Company Registration No.	:	<a href="#">Edit</a>
Type Of Business	: Enterprise	Business Role	: Product Owner	
Facebook Page	: https://www.facebook.com/Honeybunnyricecrispy	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: Others	Business Website	:	
Business Related to Your Study Field	: No	Type Of Website	:	
		Experience in International Export	: No	

Available Contest

Hello there!  
My name is Abang Iz and I'm here to assist you.

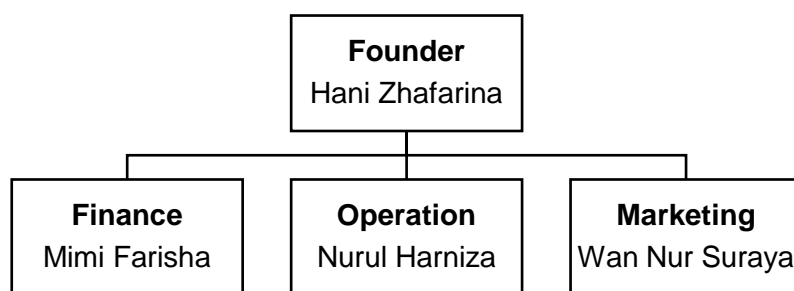


## 2. INTRODUCTION OF BUSINESS

### 2.1. NAME & ADDRESS OF BUSINESS

The name of our business is Honeybunny Rice Crispy. Our business slogan is “*Crunchy, Healthy, Yummy*”. The premise of our business is located at 17G, Jalan Prima Setapak 5, Off, Jalan Genting Kelang, 53300, Wilayah Persekutuan Kuala Lumpur.

### 2.2. ORGANIZATIONAL CHART



### 2.3. MISSION AND VISION

#### Mission

- To continuously strive to create the perfect rice crispy that will put a smile on our customers' face.
- To help provide a quick nutritious breakfast for people who do not have time to eat.
- To use the best quality and nutritious ingredients to ensure our products are well made.

#### Vision

- To be the top choice of healthy snack in Malaysia and gain profits and loyal customers.