



اَوْنِبُوْرَسِيْتِي تِي كُنُوْ لُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND ADMINISTRATION BACHELOR OF BUSINESS
AND ADMINISTRATION (HONS) FINANCE**

BA 242

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



SOCIAL MEDIA PORTFOLIO: CRUNCHY DORY

PREPARED BY :

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TABLE OF CONTENT

ACKNOWLEDGEMENT	3
EXECUTIVE SUMMARY	4
1.0 GO-ECOMMERCE REGISTRATION (PERSONAL PROFILE)	5
2.0 GO-ECOMMERCE REGISTRATION (BUSINESS PROFILE)	6
3.0 INTRODUCTION OF BUSINESS	7
3.1 Name and address of business	7-8
3.2 Organization chart	9
3.3 Vision / Mission / Objective	10
3.4 Description of products/services	11
3.5 Price list	12
4.0 FACEBOOK (FB)	13
4.1 Facebook (FB) page	13
4.2 URL Facebook (FB) page	14
4.3 Facebook (FB) post – Teaser	14-15
4.4 Facebook (FB) post – Copywriting (Hard Sell)	16-19
4.5 Facebook (FB) post – Copywriting (Soft sell)	20-24
5.0 CONCLUSION	25
6.0 APPENDICES	26

EXECUTIVE SUMMARY

Crunchy Dory is a trademark of our Dory Skin Salted Egg which is located in Johor Bahru, Johor. The key aim to achieve for the company is to earn more income and produce more revenue to keep our product increasing and expanding financially. They also give our customers high degree of satisfaction by offering the best quality.


Our businesses began on November 23th, 2020. Our product has given a fantastic taste based on the customer review, because the tangy of making our customer remember the taste. Despite of the reasonable and affordable price, the product is likely accepted by many people. Therefore, it gives a strong perspective to continue selling to our customers. Because of our concerns to recognize rural residents, our business plans to create a strong market place in town.

Since its opening early, more than 50 bottles were sold. Increasing demands for our product results in our business project having a good profitable sales revenue. Hence, it is a good marketable product of choice that can be extended further into many different areas as the company continues to grow. We believe this is one of our products which can strengthen our market business.

Our business's vision is to be one of the future's retailer business in Johor Bahru and also implement a high-quality product through an innovation that enable us to be success in the future. While our mission is to provide tasty food, unique product and friendly service within the community to satisfy our customer's need and want.

The future expectation of the business is we want to be well-known retailer (Dory Skin) in food industry. We also want to enlarge our target market location to whole Malaysia. Other than that, we want to utilize our resources and inventories in the same time maximize our profit. As our business is still small, in future we want to expand the business by having several runners in Johor Bahru. We strongly believe that there are many significant opportunities that we can do to the further expansion. We intend to strengthen our sale and distribution network by enlisting experienced marketing and sales personal.

1.0 GO-ECOMMERCE REGISTRATION (PERSONAL PROFILE)




HOME MY PROFILE MY BUSINESS MY LEARNING MY ACCOUNTING MY RC

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

PERSONAL PROFILE

BUSINESS PROFILE



IZZAT NASEER BIN MD FAUZI

Personal Information

Name	: IZZAT NASEER BIN MD FAUZI	Phone/Mobile	: 0197557135
New Identity Card No.	: 980509015157	Home Address	: 10,Lorong Bahagia, Kampung Melayu Majidee
Email Address	: izzatnaseermdfauzi@gmail.com	District	: Johor Bahru
City	: Johor Bahru	Postcode	: 81100
State	: Johor	Personal Instagram	: instagram.com/izzatnaseer
Personal Facebook	: facebook.com/IzzatNaseer	Race	: Malay
Gender	: Male	Special Need Required	: No
Marital Status	: Single		

Institution Information

UTM Melaka Kampus Bandaraya Melaka - ENTS30

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Melaka	Name of Institution	: UTM Melaka Kampus Bandaraya Melaka
Address of Institution	: UTM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	: Bandaraya Melaka
District of Institution	: Melaka Tengah	Postcode	: 75300
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: ENTS30	Class Name	: M1BA2484A
Subject Name	: ENTS30	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 10	Lecturer Name	: Noorain Mohd Nordin
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 2
Related To Study Field	: Yes		

Figure 1.1 Crunchy Dory (Personal Profile)

2.0 GO-ECOMMERCE REGISTRATION (BUSINESS PROFILE)

The screenshot displays the Go-eCommerce user interface. At the top, the logo 'Go-eCommerce BETA' is on the left, and navigation icons for HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS, and MORE are on the right. A yellow notification bar reads: 'Have you updated your sales today? Update your sales regularly to collect more points!'. Below this, two tabs are visible: 'PERSONAL PROFILE' and 'BUSINESS PROFILE', with the latter being active. The Business Profile section features a profile picture of a man in a suit, with the name 'IZZAT NASEER BIN MD FAUZI' below it. To the right of the profile picture is a list of business details:

Company Name	: CrunchyDory	Company Registration No.	:		Edit
Type Of Business	: Sdn. Bhd	Business Role	:	Product Owner	
Facebook Page	: @CrunchyDoryOfficial	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:		
Marketplace	: None	Business Website	:		
Business Related to Your Study Field	: Yes	Type Of Website	:		
		Experience in International Export	:	No	

Figure 1.2 Crunchy Dory (Business Profile)