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Faculty of
**Art &
Design**

FACULTY OF ART AND DESIGN

AD241 – BACHELOR OF GRAPHIC DESIGN (HONS)

ENT 530 – PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PLATFORM :

NZ CRUNCHIESS VIRAL

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As a result of these problems, I was able to become more coordinated and confident in dealing with problems that happened during my business. This portfolio includes social media business using Facebook, which is making a Facebook profile, a teaser post, creating soft-selling and hard-selling, the frequency of posting and the sales report.

EXECUTIVE SUMMARY

NZ Crunchies Viral being one of the Bumiputera chip product brands of NZ Frozen Industries Sdn Bhd since 1997 which to this day, is still looking for highly visionary members, eager to further expand their business.

NZ Crunchies contain poppy skin snacks with a unique flavor. It is very tasty, delicious and quality. It is quite crunchy when chewed. And the taste of these chips melts in the mouth. The advantage of NZ Crunchies poppy skin chips is that this snack is a trending product of the century. In addition to using cheese flavors as flavors for our snacks, we also use some other viral flavors such as chicken floss flavors, salted eggs, green tea, and chocolate. Very suitable to be enjoyed anytime or anywhere.

With its nature that is easy to take everywhere at any time, this snack is ideal for a loved family to enjoy. In addition to satisfying the taste of food lovers with a crunchy and tasty taste, this NZ Crunchies brand snack is also perfect for eating wherever and whenever you are. The melting in the mouth is a "perfect snack" for all foodies in Malaysia.

As we know, today's popia snacks aren't quite popular with teens, but through unheard-of users, we're optimistic that they'll slowly and surely have their own ability to gain market share trust and build long-term bonding with family and friends.

So, we believe that our NZ Crunchies Viral can compete with other competitors and attract more customers. Finally, we always ensure that our NZ Crunchies popia snacks are always on demand and produced efficiently.

TABLE OF CONTENTS

No.	CONTENTS	PAGE
1.	COVER PAGE	1
2.	ACKNOWLEDGE	2
3.	EXECUTIVE SUMMARY	3
4.	TABLE OF CONTENTS	4
5.	i. INTRODUCTION TO BUSINESS <ul style="list-style-type: none">• Name and address of the business• Organizational Chart• Mission and Vision• Description of product / services• Price list	5-10
6.	ii. FACEBOOK NZ CRUNCHIESS VIRAL <ul style="list-style-type: none">• Facebook profile picture and boarder• Creating Facebook page• Customing URL Facebook page• Facebook : Teaser post - 6• Facebook : Copywriting Hard sell - 16• Facebook Copywriting Soft sell - 16• Frequency of posting• Sales report	11-38
7.	CONCLUSION	39

INTRODUCTION OF BUSINESS

- **NAME AND ADDRESS OF THIS BUSINESS**

NZ Crunchies has been one of NZ Frozen Industries Sdn Bhd's Bumiputera chip product brands since 1997. NZ Crunchies contain poppy skin snacks with a unique flavor. It's very tasty, delicious and of great quality. The crispy is pretty much felt when chewing. And in the mouth, the flavour of these chips melts. The benefit of NZ Crunchies Poppy Skin Chips is that this snack is a trendy product of the century.

In addition to using cheese flavors as flavors for our snacks, we also use several other viral flavours such as chicken floss flavors, salted eggs, green tea, and chocolate. These are very suitable to be enjoyed anytime or anywhere.

As for our target market, NZ Crunchies is targeted particularly to teens and children who like something sweet, and to all teenagers and adults 4-40 years of age who like popia snacks with many flavour. The address of the business is at Puteri Park Plaza, LOT 147, TINGKAT 3, Jalan 28, Taman Putra, 68000 Ampang, Selangor.

- **ORGANIZATIONAL CHART**



Owner of NZ Crunchiess Viral



Workers