



SOCIAL MEDIA MARKING CONTENTS



NIMS CRISPY CHOCO TUB

PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)

FACULTY & PROGRAMME : ART & DESIGN (GRAPHIC DESIGN)

SEMESTER : 5

NAME : NOOR SALWANI BINTI MOHD JUHARI

GROUP : AD 241 5C

LECTURER : MADAM SALZAINNA ZAINUL ABIDIN

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1. INTRODUCTION BUSINESS



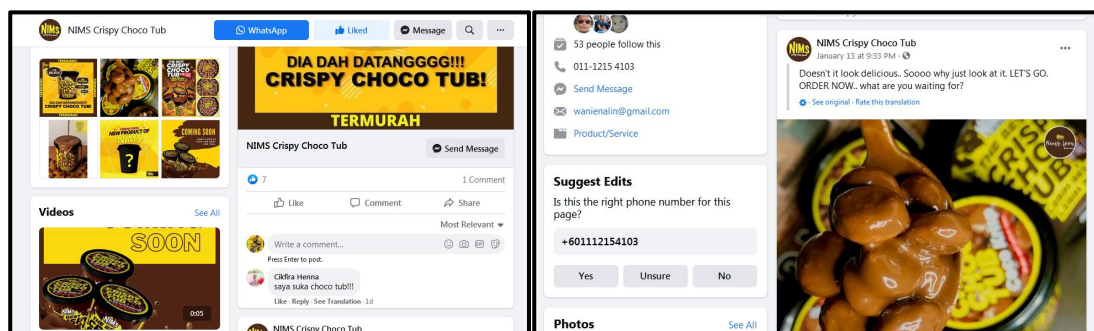
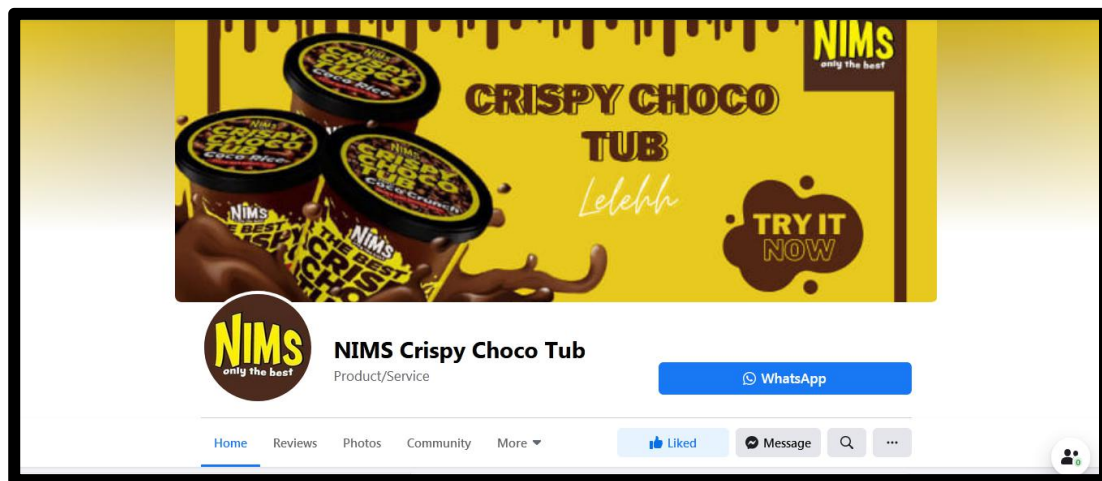
Nims Crispy Choco Tub

Nims Crispy Choco Tub Sdn.Bhd is a chocolate product company. The company was established in 2014 and is run by a successful female entrepreneur, Tengku Norhanim Binti Tengku Othman or known as Kak Nim. This year she is 30 years old and Kak Nim is also from Kelantan. So here we can see where, the name of this Nims product is taken from its own name which is HaNim. Kak Nim started her business while she was still studying at the University of Malaya in the field of East Asian Studies (Department of Japanese Studies). Apart from being a successful female entrepreneur, Kak Nim is also a wife to Faiz Hussamuddin, which is her backbone which helps her a lot in managing this business. They also have two children, 7-year-old Adelea Rose and 3-year-old Adeeva Rose.

Where this chocolate product has become a very popular product now by having a lot of chocolate taste, thick, not so sweet and most importantly it is not sick. While the taste of bubble ricennya very crispy. This product is very popular not only among children and teenagers, it is also popular with adults. This Crispy Choco Tub is perfect for free time, when watching television, when reviewing lessons and more. The proof is that to this day, Product Nims has more than 500 stocking agents throughout Malaysia, Thailand, Brunei and Singapore. They open up a lot of opportunities for mothers and students. Where they can generate a lot of lucrative side income by just promoting and selling this Nims product, even if it only costs a little capital.

Nims Crispy Choco Tub page was created on 23th December 2020. This is to promoted our products and services among Facebook user, especially those who are nearby to our business area where then create awareness of our homemade Nims Crispy Choco Tub business. Not only that, we are aware that people nowadays are more into online where they can search and find information easily. Therefore, creating a Facebook Page is one of a good medium to connect our business with our customer through online. In Nims Crispy Choco Tub Facebook Page. We had create Facebook Page. We had created Facebook Post such as teaser, soft sell and hardsell with the related business.

Facebook Page :



2. Costum URL Facebook page

FB URL Page :

<https://www.facebook.com/NIMS-Crispy-Choco-Tub-102407865117254/>

3. Facebook (FB) - Teaser

For a start to run this business I have made a teaser as one of the business promotion techniques that I run. It aims to create curiosity and potential customers waiting to get this Nims Crispy Choco Tub product. For a photo or video teaser about this product, I post about two teasers per day and the number of teasers I post is eight teasers. For each of these teasers I just put the word COMING SOON. After a few days I posted this photo and video teaser, then I can open order by posting photos and copywriting on prices, product types, testimonials and others.

