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UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

INDIVIDUAL SOCIAL MEDIA REPORT

TITLE:

SOCIAL MEDIA REPORT

POTATO CHIPS BY KEREPAXZ

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PROGRAMME: AD241 - BACHELOR OF GRAPHIC DESIGN (HONS.)

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1. INTRODUCTION BUSINESS




1.1 Name of the business

In this assignment I choose one of favourite Malaysian food product. The name of the product is KerepaxZ. KerepaxZ is one of potato chips product. The product has 3 kinds of flavour, which is BBQ flavour, Healthy flavour and Spicy flavour. This product was originally made in Malaysia. Next, Healthy snack flavour is one of unique flavour of the product. Healthy snack flavour using sweet potatoes that can give a lot of benefits for those who loves snacking but still want to maintain their calories intake. This Healthy snack can provide plenty of energy and support natural weight lost. This product using a fresh sweet potato to make the taste become healthier.



Image 1: The KerepaxZ product

1.2 Product information

<p>ABOUT PRODUCT</p>			
<p>FLAVOUR</p>	<p>Spicy</p>	<p>BBQ</p>	<p>Healthy</p>
<p>BENEFITS</p>	<p>For those who loves spicy</p>	<p>Provide a real taste of BBQ</p>	<p>Provide plenty of energy and support natural weight lost</p>
<p>MAIN INGREDIENTS</p>	<p>Cassava + Spicy flavour</p>	<p>Cassava + BBQ flavour</p>	<p>Purple sweet potatoes</p>
<p>PRICE</p>	<p>RM10</p>	<p>RM 10</p>	<p>RM 11</p>
<p>COMBO PRICE</p>	<p>Spicy + BBQ + Healthy RM 28</p>		