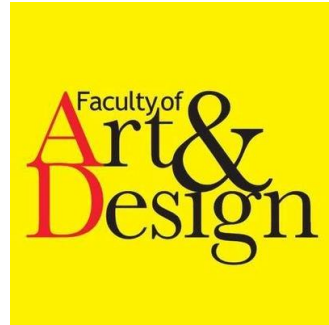




اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**SOCIAL MEDIA REPORT**  
MONSTR.CRUNCH

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

FACULTY & PROGRAMME : ART & DESIGN (GRAPHIC DESIGN)

SEMESTER : 5

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## **ANKNOWLEDGEMENT**

I would like to express my gratitude toward our lecturer, Madam Salzainna Zainul Abidin for her guidance throughout this project. She was a very big help to us and thank her greatly for her patience and wisdom in guiding us.

To my classmates, I also wanted to thank them for being generous in sharing their knowledge on entrepreneurship in Social Media. During the three months, I have learnt a lot about doing business online and that it is not an easy journey to become a good and successful business woman. All downs in business can only be overcome with perseverance and the ups can be achieved through hard work.

Through these problems, I manage to become more organized and mature in dealing with problems that occur during my business. This portfolio covers social media business using Facebook, creating soft sell, creating hard sell and create teasers to attract customers.

Last but not least, I once again show my gratitude to all parties who have directly and indirectly contributed to the successfulness of these social media projects.

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## 1. INTRODUCTION OF BUSINESS

Monstr.my was created since 2012, when founder Nurul Fatin started producing fruit cake during the month of Ramadhan. Then in year 2017, they finally made Brownies. Not just any normal Brownies but the very first pouched Brownies. Made to eat easy, wherever you are, anywhere anytime.

They focus on ensuring the creation of the best chocolate in the local market. Their vision is to lead an international brand that is synonymous with the highest quality chocolate product. They will focus on a simple set of values at every step of their journey.

Quality, and the high levels of service are the promise that they will provide to the customer. Every product carries promise of the very best in chocolate consumer expectation. The mission is to constantly satisfy customers' need through premium quality chocolate. For the employees, they will provide them an opportunity to develop their skills and share the success with employees.

A time, effort towards the development of unique chocolate combinations. The use of the best raw material is, they believe important in ensuring the finest finished products. They maintain a devotion to the highest quality and production standards. High quality, safe and chocolate products.

And today, after all the hustle and bustle, they is happily to announce the main products. The Kookcrunch Choco Jar Monstr, The Kookies Monstr, The Brownies Monstr and Pour & Dip Kookies Jar Monstr.

## 2. CREATE FB PAGES

For the business and marketing purposes, *Monstr.Crunch* using online platform such as Facebook to promote the products. Thus, I create Facebook Page to give awareness about the products and enhance the product recognitions. This is to promote the products and services among Facebook user, especially those who are nearby to my business area where then create awareness of the *Monstr.Crunch* business.

Moreover, I 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 the business with the customer through online. People nowadays tend to choose shopping online rather went to physical outlets that requires energy and time. With the advance technology, people could get what they want in fastest time and easiest ways.

Hence, I take this opportunity to expand the business by choosing online platform as the medium to deliver the information of the product and I also can cut many costs incurred. In *Monstr.Crunch* Facebook Page. I had created Facebook Post such as teaser, soft sell and hard sell with my related business.

To add, I also can reach more customers all over Malaysia and neighbour's countries. It also easy to communicate with the customers and dealing with them that comes from various living areas.