



اَبُو سَيِّدِي تَكْوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF INFORMATION MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS PUNCAK PERDANA**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO (CRABBY CRISPY)

PREPARED BY:

FITRI KAMILIA BINTI ROHAIZAD (2019468758)

PREPARED FOR:

SIR MUHAMMAD HAFIZI BIN ZAMRI

SUBMISSION DATE:

29th JANUARY 2021

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

Snack can be best defined as a small amount of food which we eat in between of meals. It can be beverages, foods, fruits or nuts. It is something that you can enjoy when you watch tv shows with family, when you are doing your work, for festival, and even can be use as a gift for our friends and family. It is hard to find the best snack nowadays where it is either unhealthy or pricey. A broad variety of snacks made by different processes are available in the market. These include potato chips, tortilla chips, corn chips, ready-to-eat popcorn, extruded snacks, pretzels, snack nuts, meat snacks, pork rinds, party mix, multigrain chips, granola products, and variety packs. These are all the examples of snacks that available nowadays in market. For our business, we focus on selling crab filament in town. We named it as Crabby Crispy after the crab stick itself. We use a one level management where it is all handle by one person. We use platform like Facebook and Instagram to marketing our product.

We started at 2019 and our target market is more to housewives and teenagers. According to our loyal customers, our product has got such a great place in their heart. Our product also liked by many customers all over the world due to the affordable and reasonable price that we offer. Our product also has brought such a good insight for our future grow.

Our very first and main purpose of this business is to let people enjoy our snack freely without pressure to the price or stock. By promoting our product better, we hope customer get to experience more enjoyable with Crabby Crispy snack.

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1.0 GO-ECOMMERCE REGISTRATION

Personal Information			
Name	: FITRI KAMILIA BINTI ROHAIZAD	Phone/Mobile	: 0147467479
New Identity Card No.	: 990107085020	Home Address	: No, 214, Persiaran 11, Taman Permai
Email Address	: kamilarohaizad@gmail.com	District	: Batang Padang
City	: Bidor	Postcode	: 35500
State	: Perak	Personal Instagram	: null
Personal Facebook	:	Race	: Malay
Gender	: Female	Special Need Required	: No
Marital Status	: Single		

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Institution Information			
UITM Puncak Perdana - IM2463ST4			
Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UITM Puncak Perdana
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	: Puncak Perdana
		Postcode	: 40150
District of Institution	: Petaling	Study Status	: Full time
Level of Study	: Bachelor Degree	Class Name	: IM - FACULTY OF INFORMATION MANAGEMENT
Course Name	: IM2463ST4		
Subject Name	: ENT530	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 10	Lecturer Name	: muhammad hafizi zamri
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	: 1
Related To Study Field	: Yes		

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Hello there!
My name is Abang Iz and I'm here to assist you.





Figure 1.1: The figure of Crabby Crispy Owner Profile

PERSONAL PROFILE	BUSINESS PROFILE
 FITRI KAMILIA BINTI ROHAIZAD	Company Name : Crabby Crispy
	Type Of Business : Sdn. Bhd
	Facebook Page : https://www.facebook.com/CrabbyCr
	ispy
	Wechat for Business :
	Marketplace : Others
	Business Related to Your Study Field : Yes
	Company Registration No. :
	Business Role : Product Owner
	Business Category/Business Sub-Category : Food & Beverages / Food & Beverages
Business Instagram Page : None	
Business Website :	
Type Of Website :	
Experience in International Export : No	

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Figure 1.2: The figure of Crabby Crispy Business Profile