



اَوْنَبُوْرَسِيْتِيْ بَاتِيْكُوْلُوْ كِيْ مَارَا  
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**LIBRARY MANAGEMENT**



**SOCIAL MEDIA PORTFOLIO**

**ENT530: PRINCIPLES OF ENTREPRENEURSHIP**

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## TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	i
EXECUTIVE SUMMARY	ii
1.0 INTRODUCTION TO BUSINESS	1
1.1 NAME AND ADDRESS OF BUSINESS	1
1.2 ORGANIZATIONAL CHART	1
1.3 MISSION AND VISION	2
1.4 DECEPTIONS OF PRODUCTS	2-3
2.0 FACEBOOK PAGE	4
3.0 TEASER	5-9
4.0 SOFT SELL	10-14
5.0 HARD SELL	15-19
6.0 CONCLUSION	20
7.0 GRAPHIC	21-23

## EXECUTIVE SUMMARY

*Kampung Chips and Crisps* is a food product based business. This business has two levels of management, which are the general manager and the staff. This business is run entirely online using Facebook as a platform and the market is all over Malaysia.

Food-based products offered by *Kampung Chips and Crisps* is a snack that uses cassava as the main ingredient. The cassava used is quality local cassava which has undergone the cleaning process before being thinly sliced and fried which is then coated with a unique spice. By using the concept of village-style snacks, we are confident that this product is able to attract customers of various ages because it is very easy to enjoy and serve. Comes with two very tasty flavors which are *Savoury Chips & Crisps* and *Spicy Sweet Chip & Crisps* will definitely promise deliciousness and satisfaction to customers.

We hope that *Kampung Chips & Crisps* are able to achieve outstanding impression from customers. As a rookie entrepreneur in this business world, we would look forward to get some positive feedback and mission to step up this business. As a new business, we hope that this business will continue to grow and be known not only at the Malaysian level but also internationally.

## 1.0 INTRODUCTION TO BUSINESS

### 1.1 NAME AND ADDRESS OF BUSINESS

This food-based business has been branded as *Kampung Chips and Crisps*. Food-based products offered by *Kampung Chips and Crisps* is a snack that uses cassava as the main ingredient. The cassava used is quality local cassava which has undergone the cleaning process before being thinly sliced and fried which is then coated with a unique spice.

The business under the *Kampung Chips and Crisps* brand located in Bandar Baru Permyjaya 98000 Miri, Sarawak. This place is a quite strategic because it comes with centre of public area, housing area, elementary and secondary school. All business is done at this location starting from packaging, promotion and even physical business. The brand's products are also marketed online using Facebook as a platform.

### 1.2 ORGANIZATIONAL CHART



Figure 1: Organizational Chart of *Kampung Chips And Crisps*.