



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

**BACHELOR DEGREE IN OFFICE SYSTEMS
MANAGEMENT (HONS)**

BA232

**PRINCIPLES OF ENTREPRENEURSHIP
ENT530**

**INDIVIDUAL ASSIGNMENT
SOCIAL MEDIA PORTFOLIO**



FACEBOOK PAGE: [Krunchy.kapit](https://www.facebook.com/Krunchy.kapit)

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CLASS: BA232 3D

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ACKNOWLEDGEMENT

Assalamualaikum, in the name of Allah, the most beneficent, the most merciful, I would really like to give my utmost gratitude to Allah S.W.T as through His guidance and blessing, I managed to accomplish this assignment effectively.

After that, I am Nur Farah Nabilah Binti Ishak and I would like to express the whole gratitude and my deepest appreciation to everyone who corporate with me while finishing this “Social Media Portfolio” assignment. I would like to acknowledge with full appreciation our lecturer because this assignment would not be complete without help from Dr. Syukrina Alini Mat Ali as our Principles of Entrepreneurship (ENT530) lecturer. Thank you for teaching my classmates and I in the right way and without her encouragement, for sure my classmates and I will be having a hard time to finish this assignment.

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EXECUTIVE SUMMARY

Krunchy.kapit is a sole proprietorship business where it is managed by the owner or the founder of Krunchy.kapit which is Nur Farah Nabilah. Krunchy.kapit already registered under Go-eCommerce and the products that Krunchy.kapit sells are called Kuih Kapit or they called it as Love Letter. The texture of Kuih Kapit which is very crunchy and crispy with a very delicious crust that is suitable to all types of age especially teenagers and adults. Krunchy.kapit modified the Kuih Kapit into a modern style and wants to follow the era of modern to adapt the taste of people nowadays. Krunchy.kapit business also has the mission and vision itself to run the business with effective guidance and to achieve the goals. Krunchy.kapit also provides a better and affordable price which corresponds to the ingredients.

The modern Kuih Kapit that Krunchy.kapit sells have four types of Kuih Kapit. The four types of Kapit Kapit are the original and with three flavors which are chocolate, peanut and matcha. Krunchy.kapit also has two types of toppings, the first one is roasted peanut chunks and the second one is rainbow rice. Thus, Krunchy.kapit decided to run a business selling kuih kapit by using a very good social media platform which is by creating a Facebook page to promote this business in many ways.

In addition, a Facebook page really helps Krunchy.kapit in promoting the business to be more successful by using copywriting like softsell posting and hardsell posting, giving a teaser of the products and also always posting about anything to attract the customers to know more about the products that Krunchy.kapit sell. Krunchy Kapit already managed the Facebook page layout and customized the Facebook page URL to make it easier for customers to search and go to the Facebook page.

Making teasers is one way of the postings made by Krunchy.kapit before revealing the products. This is to make customers wonder and want to know about this Krunchy.kapit product. In addition, Krunchy.kapit also uses this teaser method to give customers unknown dates or something coming soon such as promotion or sale for an event or such as a special and festive season. For example, Krunchy.kapit made a sale for any two toppings which are roasted peanut chunks and rainbow rice for a limited time and quantities.

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1. GO-ECOMMERCE REGISTRATION

1.1. Personal Profile

The screenshot displays the Go-eCommerce user interface. At the top, there is a navigation bar with icons for Home, My Profile, My Business, My Learning, My Notifications (with a '7' badge), and a menu icon. Below the navigation bar is a yellow banner with the text: "Have you updated your sales today? Update your sales regularly to collect more points!".

The main content area is divided into two tabs: "PERSONAL PROFILE" (selected) and "BUSINESS PROFILE".

Personal Information

Name	: NUR FARAH NABILAH ISHAK	Phone/Mobile	: 0123474066	Edit
New Identity Card No.	: 990325105878	Home Address	: LOT 1869, JALAN BAHAGIA, KG LABOHAN DAGANG	
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City	: BANTING	Postcode	: 42700	
State	: Selangor	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Business Information

UITM Puncak Alam - EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
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District of Institution	: Kuala Selangor	Postcode	: 42300	
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020	Class Name	: BA2323D	
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 10	Lecturer Name	: Syukrina Alini Binti Mat Ali	
Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To Complete Study	: 2021	Expected Month To Complete Study	: 1	
Related To Study Field	: Yes			

Figure 1: Personal Profile of Go-eCommerce