



UNIVERSITI
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ENT 530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: WONDER CHEESE

PREPARED BY

KHAIRUNNISA BINTI MAHADZIR (2020974443)

GROUP

AC220B4F

PREPARED FOR

MADAM NORFAZLINA GHAZALI

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Thank you.

EXECUTIVE SUMMARY

Wonder Cheese Enterprise provides retail sales of chips products. Our business has been offering affordable and reasonable prices to chip lovers by serving them with different kind of sizes with different range of prices. Our motive is we want everyone able to buy and taste our product. Besides that, we also provide delivery and postage service, so that our product can reach everyone in Malaysia and we plan to marketize our product abroad in the future.

Our target markets are teenagers and adults. For teenagers, we realized that they loved to eat snacks during their leisure time or when they do something, especially for students. Next, we also target working adult since their purchasing power is strong and they also fall under the category who loves snack. However, In general, our product can be enjoyed by all ages.

After I as the owner of Wonder Cheese has completed the E-commerce registration, we began to run our business in December 2020. We decided to choose Alamanda Putrajaya as our base of business and we choose a kiosk to place our product. The reason is that we do not need a big space to place the product, and a kiosk is an ideal place. Thus, we can save the cost of renting.

We choose Facebook as a platform to advertise our product, gain more awareness, and generate more sales at once. Hence, we have created Wonder Cheese's page in November 2020. We started to marketize our product by applying the teaser, soft-sell, and hard-sell techniques.

At the moment, Wonder Cheese only owned by me Khairunnisa Binti Mahadzir, and was helped by 2 staffs to handle the packaging, monitor the store, and more to assist me in handling the Wonder Cheese business.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address business

Name of our business is Wonder cheese where it was decided based on our main product. We named the business as Wonder Cheese because of cheese is our main ingredient in producing the chips. Our product is suitable for all range of ages from kids to senior citizen since it is not too spicy and so crunchy to munch.

Our main base is located at Putrajaya since me and my other staffs stay in Putrajaya. Furthermore, after few surveys have been made, we have decided to choose Putrajaya as our location is because it is strategic. People can easily come and buy our product. Therefore, we choose Alamanda where our shop is located. As we are just getting started, we want to save the cost, hence we choose kiosk as a place to advertise and sell our product. Customer may buy our product straight from Kiosk 16, Ground Floor, Alamanda, Putrajaya.

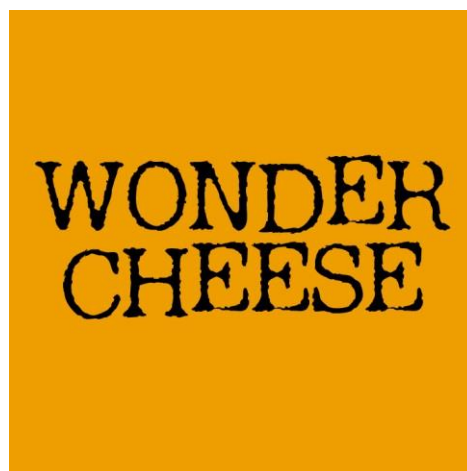


Figure 1.2 Wonder Cheese Official Logo