



اَبُو سَيِّدِي تَيْكُو لُو كِيْن مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## BUSINESS LOGO



# SOCIAL MEDIA PORTFOLIO

## SNOW OAT-REO

**SUBJECT** : PRINCIPLES OF ENTREPRENEURSHIP (ENT530)  
**FACULTY** : FACULTY OF BUSINESS MANAGEMENT  
**PROGRAMME** : BA242  
**SEMESTER** : 4  
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## **EXECUTIVE SUMMARY**

The summary from this social media portfolio is to focus on how individual manage their imaginary business through online platform. The Snow Oat-Reo business is related to innovation idea of coated the Oreo with blended flours and fry without changing the original taste of Oreo biscuits. The founder wants to try something new and different to attract customer. We choose Oreo as our new product because Oreo cookies replaced the trans-fat in the cookie with non-hydrogenated vegetable oil. Our target participant of our product is among the kids, teenagers, busy people and especially the Oreo lovers. The business also targeting someone who are social media users and love the unique taste of fried Oreo.

The business is located at Ampang, Kuala Lumpur. Moreover, it offers two types of fried Oreo flavours which are original and red velvet, and various toppings to be add on. The business operates daily from 12pm to 6pm except for Wednesday. In addition, this business has three workers. The price range is different due to the toppings. As we perform this subject, social media is more likely to reach customer quickly. Lastly, the main operations of the company are making the product, make promotion, selling and marketing. For promotion, we divided into two parts which are hard selling and soft selling. In addition, advertisement is one of the crucial key resources in a business.

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## 2 INTRODUCTION OF BUSINESS



Figure 1: Snow Oat-Reo Logo

The idea of this business came out when the founder realized Oreo is one of the outstanding biscuits in the market. Moreover, the name of Snow Oat-Reo is the combination of the original name with Oreo. Snow Oat-Reo was established on June 2020 where the business is located at Lot 2-1, Jalan Desa Pandan, 55100, Bandar Ampang, Kuala Lumpur. The mission is to maintain recognizable to all the hearts of fried Oreo lovers with high quality product. The vision is to conquer all 14 states branches and becoming a number one fried Oreo in Malaysia.

### 2.1 Organizational Chart

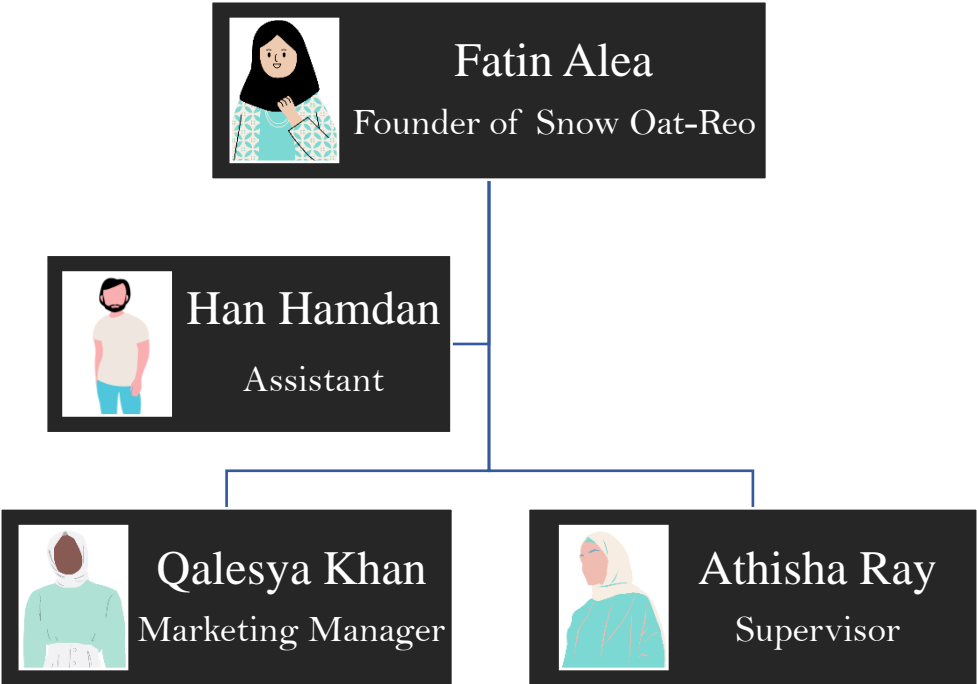


Figure 2: Snow Oat-Reo's Organizational Chart