



SOCIAL MEDIA PORTFOLIO

“BANOFEE CRUNCH”

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

**FACULTY & PROGRAMME : BACHELOR OF BUSINESS ADMINISTRATION
(HONS) FINANCE (BA242)**

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PROJECT TITLE : SOCIAL MEDIA OF BANOFEE CRUNCH

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ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

Banofee Crunch is one of the small business that offers food and services. Established in 2020 and this business is located in the city of Rawang, Selangor. The major nature of this small business is selling a home-made dessert which is banana crunchy with melted chocolate. It is served with a variety of toppings on top of Banofee's. Besides, the services that we provide is cash on delivery to deliver our products to customer thru their door directly.

The main objective of this business to serve the best homemade dessert that can satisfy customer's wants. Hence, the products that we used is natural ingredients and halal product such as for the chocolate, local fruits and toppings. Moreover, we fully utilize our social media to create our brand awareness towards the customer to promote and sell products by effectively posted teaser, hard sell and soft sell.

The target audience of Banofee Crunch customers come from all level of ages who are dessert lovers. We also offered affordable and cheaper prices in the market. This is because we want to give the best experienced that can afford to buy and taste our dessert. In addition, it comes with a small box and large box as for the party or any celebration that customers want by giving a free ribbon and wishes card to gift surprise to the special person.

Moreover, we gain a lot of positive feedback about the products from repeated and new customers. Thus, the majority of our loyal customer has become one of their favourite dessert. Therefore, Banofee Crunch will offer the best by having a valuable experience when eating our dessert with the tagline "You won't regret the taste is the BOOM"

After all, with all the encouragement and support from lecturer, family and friends, my small business had received an encouraging response with 142 likes on the Facebook page.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business

Banofee crunch is a small business name that had decided based on our main products which are banana stand for Banofee. Besides, for a crunch that we used a spring roll that rolls with banana that makes our main products become crunchy. Therefore, by knows the names they will expect what the dessert is. Our business tagline is “You won’t regret the taste is the BOOM” which shows that our homemade dessert is delicious, crunchy, and sweet that make customers will not regret when buying our products. Based on the figure 2.1 below shows the logo of Banofee Crunch.



Figure 2.1 Banofee Crunch Official Logo

Table 2.1: Business Information of Banofee Crunch

Name of Business	Banofee Crunch Enterprise
Business Address	No 31, Jalan Anggerik 1A, Seksyen BB4, Bukit Beruntung, 48300 Rawang, Selangor
Corresponding Address	husniahezani@gmail.com
Telephone Number	017-8862798
Form of Business	Sole proprietorship
Main Activities	Food and dessert services
Registration Number	CA0314937-A
Name of Bank	Maybank
Bank Account Number	162013127252