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UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA REPORT:



QUICK MUNCH

<https://www.facebook.com/cookieslyciouss/>

PRINCIPAL OF ENTREPRENEUR (ENT530)

FACULTY & PROGRAMME : BUSINESS MANAGEMENT & BA240
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2.0 ACKNOWLEDGEMENT

During these tough times, people aid each other for the sake of kindness and pure-heartedness especially nowadays whereas a pandemic is ravaging the world as we speak but education and other essentials must be kept moving to ensure a better tomorrow.

Online Distance Learning (ODL) is a catalyst for students to learn even at home thus keeping us in track regarding syllabuses needed for the semester and granting us knowledge for future uses but even online learning has its challenges and to overcome such a thing requires all the supports and guidance to ensure students may persevere during these dark times. As a student myself, I would like to take this opportunity to thank several people for their endless support during this assignment.

First and foremost, I would like to express the highest gratitude towards both of my parents, for all their support and care during this preparation of Social Media Report. Without them, it would be much harder for me to accomplish this assignment as it drains me mentally and physically. As for my dad, Mohd Yusof bin Abd. Rahman, saying thank you is never enough for everything you have ever done and I will make sure I succeed step by step starting from this assignment. Thank you so much for helping me completing this assignment. I appreciate every single thing help during the interview.

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3.0 EXECUTIVE SUMMARY

Social Media nowadays become an opportunity for all business to market their product and service where there are a lot of technology and innovation that had been create to make all businesses to develop online strategies which would help them to reach their target audience widely. There are a lot of big company such as Coca Cola and McDonald had use this platform to engage with their audience at the same time approaching new target audience.

This report shows the Social Media Portfolio of Quick Munch which is a cookies seller that been selling cookies with affordable price and Quick Munch had been use online platform in selling the product where it helps for the business to focus on introducing and marketing strategies which they believe by focusing on marketing strategy help the business to growth further and have a clear goal to be achieve according to the vision and mission that had been set.

The purpose of preparing social media portfolio is giving a lot of benefit where it can be used to create know how effective the platform that had been used to reach target audience and with digital content that been a like to be perceived by customer. There are several objectives by preparing social media platform for a business.

- To overlook the effectiveness of social media toward the product sell.
- To become as research development for marketing strategies for business
- Guideline that need to be follow by the team as there are the objective and strategies of the business.

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5.0 INTRODUCTION TO BUSINESS

Quick Munch is a small business that selling cookies which is Brownies Nutella Flat Cookies. It consists of two different cookies, in Plain and Almond. Target market for this small business is for all age stages since it is a snacks that everyone can purchase. But, Quick Munch will reach more target market and more consumer on teenagers because they like to eat snacks at their leisure time.

Quick Munch was operated at No 28 Jalan Pantun Satu U2/31A, Taman TTDI Jaya 40100 Shah Alam, Selangor and also at Sepang, Selangor. Both places are quite strategic because at Shah Alam, we have many students such as student from Politeknik Salahuddin Shah and UiTM Shah Alam and also at Sepang and it considered as urban area. It also near to courier service such as Pos Laju and J&T Express, where it will be easier for us to deliver the goods to our customer and dealing with courier servicer in fast respond regarding several issue of shipment.

Quick Munch has been establishing on early of 2020 where the name of Quick Munch had been created since my it is quick to munch! The owner is Ms. Anis Asyiqin and it is a sole proprietorship kind of business where she is handling all of the process of baking by herself.

Quick Munch has two kind of cookies that given name as Brownies Nutella Flat Cookies. The reason she put the name is because of it is a flat cookie where it is different with other cookies at the market. It is quite thin and crunchy and easy to munch!