



اَوْبُوْرَسِيْتِي تَيْكُوْنُوْ لُوْ كِي مَارَا
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MARA

FACULTY OF BUSINESS MANAGEMENT

PRINCIPLE OF ENTREPRENEURSHIP

(ENT 530)

SOCIAL MEDIA PORTFOLIO

SPICY SALTED EGG ADUCKTIVE CORNFLAKES

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EXECUTIVE SUMMARY

Salted Egg Cornflakes offers and develop a products based on cornflakes, butter, chillies, salted egg and curry leaves to give the satisfaction to the customers who want to eat spicy cornflakes as their snacks. The product is using a high quality material, had a true delicious taste and comes with affordable price in term of attracting many people. Salted Egg Cornflakes target customer is family, student and children since it is suitable for all ages. Salted Egg Cornflakes marketing strategy is to emphasize the quality and price of product.

The business has been in operation since 2020 and provides delivery service to customers in Malaysia and provides Charge on delivery (COD) service in Kota Bharu area, Kelantan.

Therefore, I develop marketing strategy to expand my business and attract customer to buy Salted Egg Cornflakes by created Facebook Page since social media such as Facebook, Instagram, Twitter, Tiktok and other types of platforms have the power to attract customers. Besides that, I had learnt how to post content in Facebook post for business product whether teaser posters, soft sell and hard sell. The business will increase many supporters and grow its market worldwide through teaser, hard sell, and soft sell. In addition, I also learn how to use eUsahawan Portal to record the sales through eUsahawan Portal.

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INTRODUCTION

- NAME AND THE BUSINESS ADDRESS



My business's name is Salted Egg Aducktive. These types of snacks are traditionally homemade with duck eggs, chilli, curry leaves and so on which is to create a richer taste and texture and suitable for all ages. They are also easily accessible, easy to cook and eat, easy to digest and keep your tummy full for at least 4 hours. Thus, many of the people eat it at any time of the day when they are hungry because they are readily digested and light on the stomach. It also make people ate it when a late night while enjoying a movie. In addition to being delicious, cornflakes are an excellent source that full of vitamins, folate, minerals, dietary fibre, protein and carbohydrates. We also use a tagline which is "Once you taste it, you will be A-DUCK-TIVE".