



SOCIAL MEDIA PORTFOLIO

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LECTURER'S NAME : PUAN NURAKMAL BINTI RAMLI



EXECUTIVE SUMMARY

- My business's name is D' Golden Snacks that sell snack as a main product. D' Golden Snacks offers snack fish skin salted egg and hot and cheesy spicy for their customers. My business provide a snack that have high quality and will give high satisfaction to the customers. The product provide by D'Golden Snacks get a halal certificate and MeSTI logo. D'Golden Snacks began its business in October 2020. The business is launching their business through online and marketing their page on Facebook. The Facebook page's name is D'Golden Snacks. We are taking advantage of the ability to use social media sites for our business, as they can be used to advertise brands and draw more clients. There are a variety of ways to advertise our commodity. D' Golden Snacks marketing technique is to prioritize the quality and price of goods. My business is providing an inexpensive price. Furthermore, I am designing a marketing campaign that gives the consumer an attraction to come and purchase our goods. Increased demand for our product gives our business idea strong profitable sales income. Thus, fish skin by us is a strong marketable product of choice that can be further applied to several different areas as business continues to expand.

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BUSINESS INFORMATION

- Name of business
D'Golden Snacks
- Form of business
Sole proprietorship
- Main activities
Retail sale of product
- Date of commencement
27 OCTOBER 2020



NO.31, Kampung Parit Londang Darat,
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BUSINESS INFORMATION



1 LOGO MEANING

The picture of duck meaning that we use a high quality salted egg yolk.

We choose yellow colour as it brings the meaning of golden as we want our business always shine.

2 MISSION

- To make the customer know the taste of fish skin snacks.
- To provide excellent service to our customers.
- To become the best agent in Batu Pahat, Johor and able to be a stockist in future.

3 VISION

D' Golden Snacks vision is to be customer first choice in supplying fish skin snack that will give high satisfaction to customer.

4 TAGLINE

'Lagi Crunchy,
Lagi Syokk!'