

SOCIAL MEDIA PORTFOLIO

POPCORN LICIOUS

MUHAMMAD ZAFRAN BIN ZAINUDIN

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AC220

ENT530



PREPARED FOR:

MADAM NURAKMAL BINTI RAMLI



EXECUTIVE SUMMARY

Popcorn Licious is a business which focusing on selling instant snack which is popcorn. Popcorn is a variety of popcorn kernel which expands and puffs up when heated. The demand for popcorn in Malaysia are increasing day by day. To fulfil the demand in Malaysia, I've decided to create a business 'Popcorn Licious' to supply popcorn Malaysian's demand.

Popcorn Licious was established on October 2020 at Klang, Selangor. We are mainly targeting people who live around Selangor from the age of 16 - 39 years old. Especially office workers, university students and home workers. We are focusing on online platform to reach to our potential customers. Popcorn Licious use Facebook as our main platform to post our teasers, hardsells and softsells.

Our vission is to be one of the big players of snack industry in Malaysia.

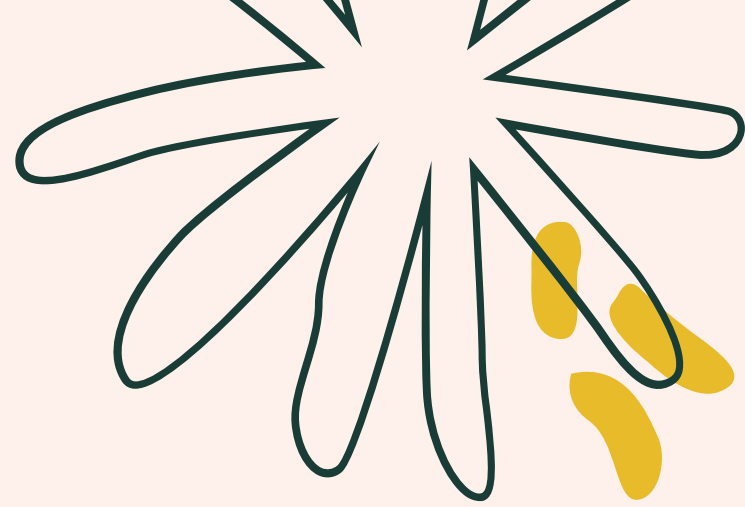
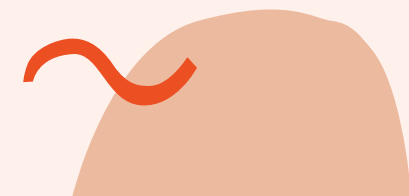


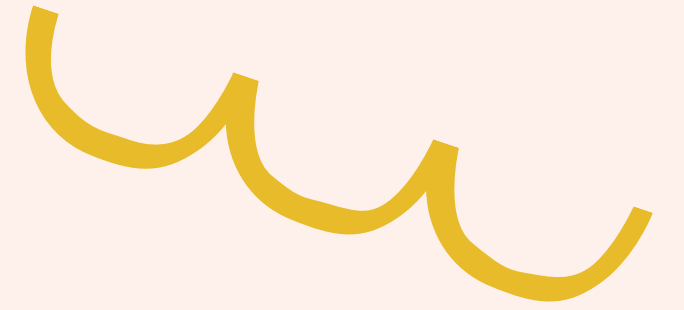
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BUSINESS PROFILE



NAME OF BUSINESS:

Popcorn Licious

TAGLINE:

Once you taste it, you can't stop having it

BUSINESS ADDRESS:

No 7 Jalan Kebun Nenas 2f/KS7 Bandar Putera 41200 Klang, Selangor

CORRESPONDING ADDRESS:

popcornlicious@gmail.com

TELEPHONE NUMBER:

013 390 5847

FORM OF BUSINESS:

Sole proprietorship

MAIN ACTIVITIES:

Selling food

DATE OF COMMENCEMENT:

1ST October 2020

BANK ACCOUNT:

Maybank

BANK ACCOUNT NUMBER:

1627 8621 6665

Organizational chart



Owner

Muhammad Zafran Bin Zainudin



Worker

Popcorn Licious is a sole proprietorship business. It is the first operating year of this business. With only small amount of capital, it can only operated in a small scale at the moment. Therefore, the organizational chart only consist the owner of Popcorn Licious and one worker.