



اَوْبُو سَيْدِي تَيْكُونُو لَوِيْن مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

---

**WRITING REPORT ON SOCIAL MEDIA PORTFOLIO**

---

**Faculty** : BM 243  
**Program Code** : BM243  
**Course** : PRINCIPLES OF ENTREPRENEURSHIP  
**Course Code** : ENT 530  
**Semester** : 6  
**Name** : YUS NORFATINSAFIAH BINTI SANUSI

**(2016824372)**

NBH 6A

Submitted to

**MADAM ZANARIAH BINTI ZAINAL ABIDIN**

## **Executive summary**

Ayu's Cookies & Chips is a local small business that produces food product. Since 2017, our business has been produces local traditional snack food to our customers. By using our family's recipes for generations to produce our products. Our market target is the people who live in Temerloh, Pahang and Malaysia.

Our mission and vision is to give customer choice 'Halal' and clean product, make sure our customer get fresh, taste and clean food and become the best choice food producer in Malaysian. The location of our business is at Kampung Tebing Tinggi, 28020, Temerloh, Pahang Darul Makmur.

Rempeyek Crunchy Chips is made from family's recipes. Traditional favorites. Bumiputera products. Original chips from Pahang.

Comes in a very beautiful and attractive of bottle, suitable for gift, guest meals and entertainment. Bottle packaging reduces the risk of being easily destroyed and safe for delivery by mail to customers.

## TABLE OF CONTENTS

Contents

Page Number

---

<b>1. Cover Page</b>	
<b>2. Acknowledgement</b>	<b>i</b>
<b>3. Executive Summary</b>	<b>ii</b>
<b>4. Table of Contents</b>	<b>iii</b>
<b>5. Introduction of Business</b>	
• Name and Address of Business	<b>1</b>
• Organizational Chart	<b>2</b>
• Mission / Vision	<b>3</b>
• Decriptions of Products / Services	<b>4</b>
• Prices List	<b>5</b>
<b>6. Facebook (FB) Post</b>	
• Facebook (Fb) Post – Teaser	<b>6</b>
• Facebook (Fb) Post - Copywriting (Hard Sell)	<b>7</b>
• Facebook (Fb) Post - Copywriting (Soft Sell)	<b>8</b>
• Frequency Of Posting	<b>9</b>
• Sales Report	<b>10</b>
<b>7. Conclusions</b>	
<b>8. Appendices</b>	<b>11</b>

## INTRODUCTION OF BUSINESS

### NAME AND ADDRESS OF BUSINESS

### AYU'S COOKIES AND CHIPS



### Location of Business

Our business is located at Kampung Tebing Tinggi , 28020, Temerloh, Pahang Darul Makmur.

## DESCRIPTIONS OF PRODUCTS

### REMPEYEK CRUNCHY CHIPS

Rempeyek Crunchy Chips is made from family's recipes. Traditional favorites. Bumiputera products. Original chips from Pahang.

Rempeyek a deep-fried savoury cracker made from flour with other ingredients bound or coated with crispy flour batter. The most common types of Rempeyek are peanut. However, other ingredients might be used also such as dried anchovies, Dhai, Groundnut and Chickpeas.

Comes in a very beautiful and attractive of bottle, suitable for gift, guest meals and entertainment. Bottle packaging reduces the risk of being easily destroyed and safe for delivery by mail to customers.