



Crunchcookiebysufa

PRINCIPLES OF ENTREPRENUERSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY OF BUSINESS AND MANAGEMENT

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Name : SUFA NURAFIFAH BINTI MOHD FADZIL

Student ID No : 2020987553

Name of the Company : CRUNCH COOKIE ENTERPRISE

Submitted to:

MADAM ZAINAH BINTI JALIL

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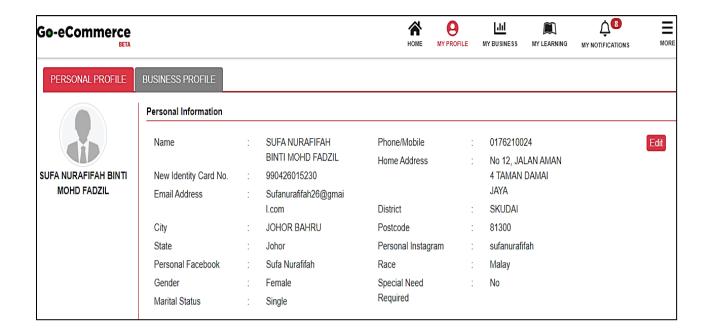
EXECUTIVE SUMMARY

The overview of this social media portfolio report has gained a lot of new knowledge and information in the world of business and entrepreneurship. The business activities that I have offers to the customers is by selling the food products. This business is the sole ownership. Crunchcookiebysufa is a start-up business that I own, and I started it with the intention of providing customers in Malaysia with good and delicious snack which is choco jar called Mouthgasm crunchy. Cruncookiebysufa is a business that act as a promoter for Mouthgasm cookies and crunch. My business is located at No 61, Persiaran SIBC 4, Bandar Seri Iskandar, 32610 Seri Iskandar, Perak. "Taste the delicious" is a trademark for my business. The main goal of the company is to provide customers with a unique and delicious snack of mouthgasm crunchy at an affordable price and with the luxurious taste of Malaysia. According to customer feedback, our product had a fantastic taste because the premium ingredient of the Mouthgasm Crunchy made our customers remember the flavour.

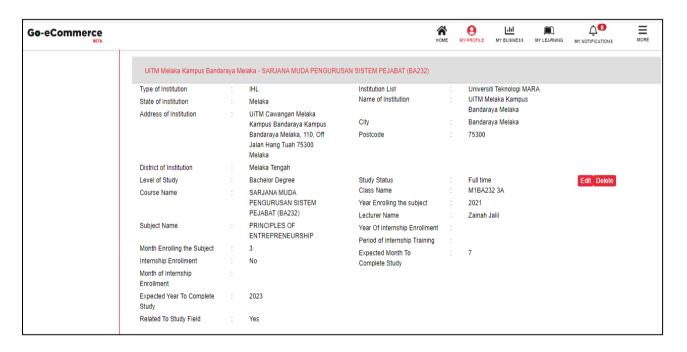
A Facebook page was created to expand my business and through my social media the proper techniques to advertise for the services. Such as teaser posts, soft sell posts, and hard sell posts. The reason why it is vital to do a proper technique is because a good marketing could attract the customers to buy our product and thus, will increase the profit of the business. I've posted some information on my Facebook page about how to order products from me. My Whatsapp number, price range, and other details are available on my Facebook page. In my Facebook page of Crunhcookiebysufa, I have practiced all of the method in order to attract the intention from the customers in the Facebook. It is very effective because those methods are the best way to capture the customer's intention. Furthermore, Facebook is an effective way to connect with people from different places and time.

TABLE OF CONTENT

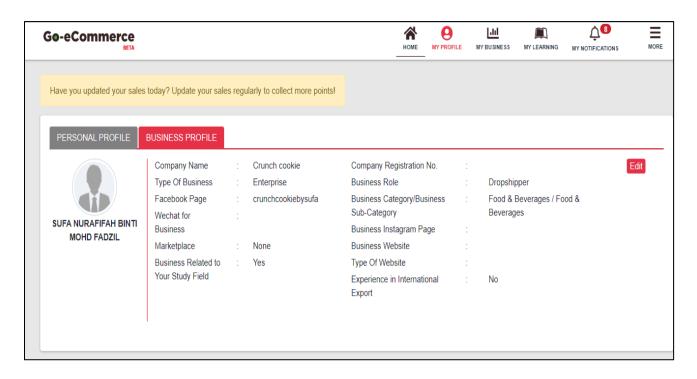
NO	CONTENT
	ACKNOWLEDGEMENT
	EXECUTIVE SUMMARY
	TABLE OF CONTENT
	GO-ECOMMERCE REGISTRATION
	E-CERTIFICATION (E-USAHAWAN)
1.0	INTRODUCTION OF BUSINESS
	1.1 NAME AND ADDRESS OF BUSINESS
	1.2 ORGANIZATIONAL CHART
	1.3 COMPANY'S VISION/ MISSION
	1.31 VISION
	1.32 MISSION
	1.4 DECRIPTIONS OF PRODUCTS / SERVICES
	1.5 PRICE LIST
2.0	FACEBOOK (FB)
	2.1 CREATING FACEBOOK (FB) PAGE
	2.2 CUSTOMING URL FACEBOOK (FB) PAGE (NO. OF
	LIKES)
	2.3 FACEBOOK (FB) POST – TEASER
	2.4 FACEBOOK (FB) POST – COPYWRITING (HARD SELL)
	2.5 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)
	2.6 FREQUENCY OF POSTING
3.0	CONCLUSION
	APPENDICES



PERSONAL PROFILE



INSTITUTION INFORMATION



BUSINESS PROFILE