



اُيْتُو تِكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY

ENT 530

**PRINCIPLES OF ENTREPRENEURSHIP
SOCIAL MEDIA PORTFOLIO**



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Last but not least, I am deeply thankful for the help and support given by everyone involved.

EXECUTIVE SUMMARY

Customers can have cookies snacks from Lokal Munchies in two different flavours. For children and family members are among the customers of Lokal Munchies cookies. The Lokal Munchies cookie company begin operations in April 2021. Young people and families that have stayed in Alor Setar are among our potential customers. The marketing strategy for Lokal Munchies Cookies focuses on product quality and cost. Lokal Munchies cookies has a reasonable price because it can create a marketing strategy that entices customers to buy Lokal Munchies cookies.

This social media project requires students to start and manage their individual businesses. The student should then report on the progress of the webpage, Lokal Munchies Cookies. To begin, we must register with an e-commerce website for our business. Second, in the introductory part, the name and address of the business, mission and vision, product descriptions, and a price list are all elaborated.

Then, on the 'Creating Facebook Page,' an overview of the Facebook page structure and business information will be provided. Conversely, there's also a hyperlink to a business Facebook page in the 'Custom URL Facebook Page' area. Continued with teasers, hard-sell, and soft-sell posting afterwards. Furthermore, in the graphics parts, there is the number of likes earned for the business page, as well as screen pictures of the regularity of posting. As a result, the social media portfolio completes the whole scope of this job.

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2.0 INTRODUCTION OF BUSINESS



- Name and Address of Business

The name of the business is Lokal Munchies. The reason of this name is to promote that our Lokal Munchies Cookies. This business was located at No 221, Taman Mergong Jaya Fasa 1, 06250 Alor Setar, Kedah.

- Organizational chart



NURUL AFIFAH BINTI AHMAD NASER

(Agent of Lokal Munchies)

- Mission and vision.

Mission:

To provide the finest possible food quality and customer service. Lokal Munchies will continue to develop all parts of the business in order to achieve long-term success, sustainable growth and profitability by satisfying the needs of current generations.

Vision:

Lokal Munchies cookies will be customers's for all age first choice snacks over the other snack in the market.