



CHICKIZ

SOCIAL MEDIA REPORT



NAME : DANIA QISTINA BINTI AZMAN
CLASS : BA243 4A
LECTURER : MADAM NOORAIN BINTI
MOHD NORDIN
MATRIKS NUMBER : 2019257604

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EXECUTIVE SUMMARY

Chickiz is a product that I created myself since 2020 and I have register this brand under go-ecommerce. This small business is conducted at residential area where I live which is at No13, Jalan Kota Laksamana 2/14 Taman Kota Laksamana Seksyen 2, 75200 Melaka. Chickiz is a small business where it sells Spicy Korean Chicken and Soy Garlic and will expand the business by having variety flavour of chicken and by having its own stall.

This business is run by me and helped by 3 other people which have their own position such as my assistant, Cod runner and multimedia staff. My main target audiences are kids, teenagers, and poeple wjho loves chicken and Korean food. My team and I offer a self-pick up and also delivery service.

Social media is my main marketing strategy. This is because almost everyone has social media and smart phone and you can get everything that you want or what you crave from social media. Social media offers a lot of advantages especially to those who are running an online business like I am. With the use of Facebook, Chickiz can spread its wings and reach to everyone so that everyone recognise this brand.

INTRODUCTION OF BUSINESS



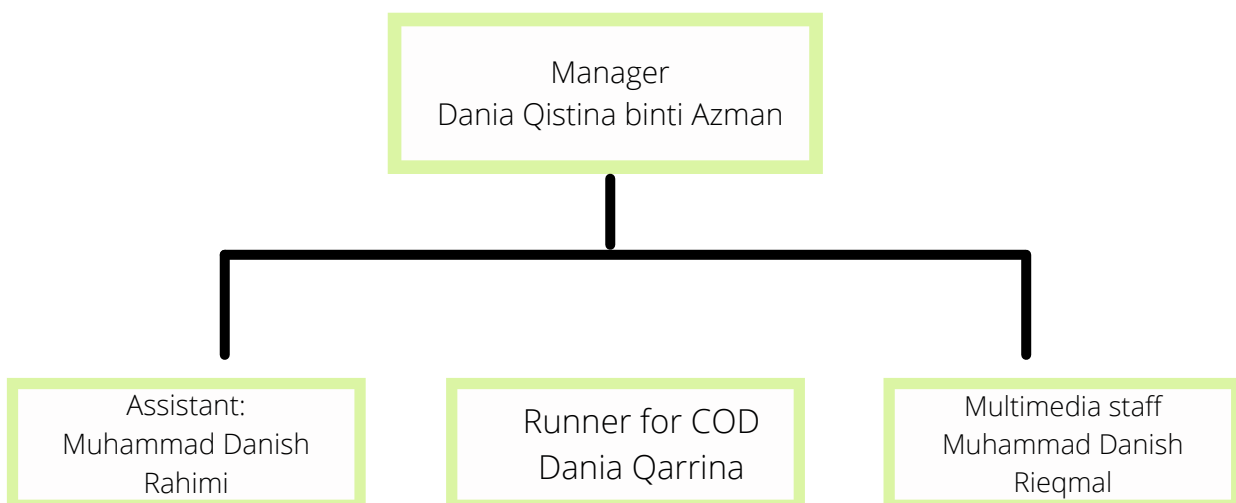
NAME OF BUSINESS:
CHICKIZ

ADDRESS:
No 13, Jalan Kota Laksamana 2/14
Taman Kota Laksamana seksyen 2,
75200 Melaka

VISION:
To be one of the best Spicy Korean
Chicken in my area.

MISSION:
To be able to spread happiness,
love and positivity to anyone who
came across our brand.

Organizational Chart



DESCRIPTION OF PRODUCT



There are two flavours for our Chickiz which are:

1. Spicy Korean Chicken
2. Soy Garlic

For Chickiz, we only use premium and halal ingredients such as chicken wings, soy sauce, our own korean sauce, oil, honey, garlic and sesame seeds.

This product is from Muslim and therefore it is halal.

This product comes in a box and consist of 6 pieces of chicken wings.

This product is definitely suitable for all ages from kids, teenagers and adult as well. This product is very handy as it comes in a paper box that later can be recycled.