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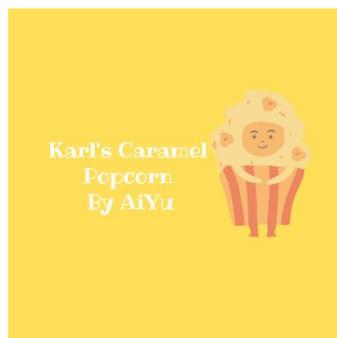
FACULTY OF BUSINESS AND MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE
MANAGEMENT**

ENT 530: PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

“KARL’S CARAMEL POPCORN BY AIYU”



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I am grateful that I had these kinds of people around me. With their positive vibes that they give me, I managed to complete my assignments well.

EXECUTIVE SUMMARY

#satufamilysatukiloKARLCARAMELPOPCORN is a trademark for Karl's Caramel Popcorn By AiYu. Our business started on April twelve in 2021. My business objective is to offer popcorn served in a caramel flavor at an affordable price and a luxurious caramel. This homemade caramel popcorn will definitely captivate the heart of our customers consisting of teenagers, adults and children. This group became our target because they are definitely people who love sweetness.

Our regular customer keeps on repeating their order as each of our caramel popcorn will be popped in every bite and taste its caramel. This indirectly will make our customer never disappoint with the taste and differ with other competitors. Our marketing strategy is primarily to provide products that will satisfy our customers and feel worth it with their money spend.

Since our opening, we have managed to sell nearly 70 packs of caramel popcorn. This shows that Karl's Caramel Popcorn is a marketable product and able to maintain its growth to compete with other competitors.

In order to expand our marketing strategy, we see social media as a great platform to market our caramel popcorn. Therefore, we have developed a Facebook page namely "Karl's Caramel Popcorn By AiYu". Through this social media platform, we are confident that we will attracts more customers to know our product existence. In addition, to complete the objective, we have post teasers, soft sell and hard sell. Teaser for people get excited and curious to know what we will promote. Soft sell for people to be more interested to our product by knowing some story, facts, history and others. Next is hard sell, from this people will get information about our products details.

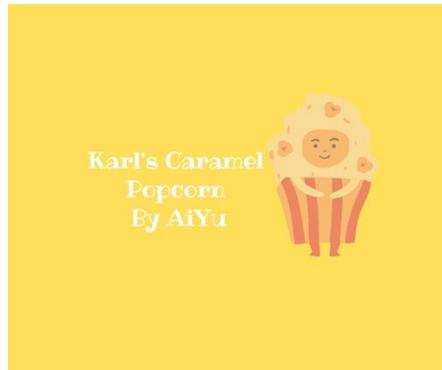
We believe that by developing social media and making posts such as teasers, soft sells, and hard sells will be able to achieve our objectives. We will provide our information in detail to ensure that our customer will not be left behind with our products namely prices, calls to action, and other services of what we provide. Nowadays, people prefer something that is easy to serve or ready to eat and will make their life easier and more enjoyable. Therefore, we have completed our objectives.

TABLE OF CONTENT

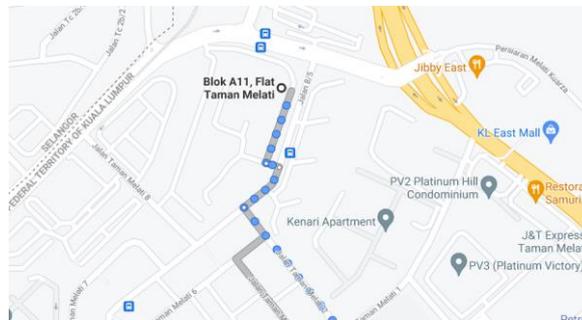
NO.	CONTENT	PAGES
1.	1.0 GO-ECOMMERCE REGISTRATION	1
2.	2.0 INTRODUCTION OF BUSINESS 2.1 Name and address of business 2.2 Organizational Chart 2.3 Mission and Vision 2.4 Descriptions of products / services 2.5 Price list	2 3 4 4 5
3.	3.0 FACEBOOK (FB) 3.1 Creating Facebook (FB) page 3.2 Costuming URL Facebook (FB) page 3.3 Facebook (FB) post -Teaser 3.4 Facebook (FB) post - Copywriting (Soft sell) 3.5 Facebook (FB) post – Copywriting (Hard sell)	6 7 8-9 10-25 26-41
4.	4.0 CONCLUSION	42

2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business



My business's name is Karl Caramel Popcorn By AiYu. I used this name because it is a combination of my name Nor'ai and my sister's name Yuyu. I chose caramel popcorn as we believe that most people love snacks and sweets. I use the trademark #satufamilysatukiloKARLCARAMELPOPCORN as it is suitable for packaging containing 1kilogram of caramel popcorn for one family. I choose the yellow for our background logo as it symbolizes our caramel popcorn. Popcorn graphics for customers easily recognize us that we sell popcorn. I choose cute font styles as we know that people love something cute and eye-catching.



My business located at Gombak, Selangor. The address is at Tingkat 4 Unit 2, Blok A11, Flat Taman Melati, 53100 Kuala Lumpur. To be exact, customers can just find on the map as well. The reason why I chose this location is that it is accessible/reachable. This location is located surrounded by residential areas as I feel it is very strategic to market there. People will also easily get our products as we also provide delivery for them. In addition, the location is strategic because it has various target markets. This will make our marketing easier.