



اُنِيْوَرْسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO



AN'S FOODVERA



LAPAR HQ

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Last but not least, I would like to thank my family because of their support mentally and physically. They always make me motivated and keep me strong to complete my work.

Executive Summary

AN's Foodvera is a business that operates in online form. It sells food and beverage products and focuses on marketplace concepts. It became an agent under Lapar HQ for Tortilla Chips with two flavours Sambal Berlado and Super Cheesy.

Basically, it uses an online platform to market its products which are Facebook, Instagram and Whatsapp. People can freely choose how to communicate with us.

Although we are online based, AN's Foodvera also offers a delivery service to the people around Johor Bahru and Pasir Gudang. They can give the details of their location to us for delivery.


Currently, AN's Foodvera is focusing on learning about the marketplace in order to grow the business. I am also planning to increase the products that will be sold in the future.

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INTRODUCTION OF BUSINESS

2.1 Business Information Sheet

Name Of Business	:	Own Business: AN'S FOODVERA	Headquarters: LAPAR
			
Name	:	Alya Naylee Binti Mazree	
Phone Number	:	018-7725800	
Email	:	alyanayleemazree@gmail.com	
SSM Registration	:	-	
Official Business Email Address	:	ansodyssey@gmail.com	
FB Webpage Address	:	AN Foodvera https://www.facebook.com/an.foodvera	
Instagram Link	:	@ans.foodvera https://www.instagram.com/ans.foodvera/	
Brand Name	:	Tortilla Chips	
Online Business Mode	:	Stock Agent	
Nature Of Business	:	Selling and delivering tortilla chips	
Type Of Products	:	Categories: Food & Beverage, Food Delivery Tortilla Chips (2 flavour) <ul style="list-style-type: none"> • Sambal Berlado • Super Cheesy 	
Main Competitors	:	<ul style="list-style-type: none"> • Chos & Cheese • Tortilla D'Raja • Teega Crispy Machos • Rico Snack 	
Start-Up Capital	:	RM360	
Product Selling Price	:	RM18	
Cost Of the Product	:	RM15	