



SOCIAL MEDIA PORTFOLIO : MELLOW CRUNCH



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Furthermore, I am happy and thankful to be surrounded by supportive friends. I feel encouraged by their spirit throughout the completion of this assignment. I will never forget all of the kindness that has been given to me, especially helping in the promotion of my social media platform.

Last but not least, I wanted to extend my huge gratitude to my family that never gets tired of helping me physically and emotionally to complete this assignment. There are no other ways to express my happiness having a supportive family that can understand the hardship that I have going through as a student. Thank you so much from the bottom of my heart.

EXECUTIVE SUMMARY

Mellow Crunch is a local product which was launched in early February 2021 by a famous influencer, named HanifJamal. This is the first and main product line which is focusing on food, especially chocolate. It is basically a choco jar which contains crispy cocoa balls coated with melted chocolate and sprinkled with cocoa powder.

Since this brand has just been launched by this year, there is no official website established yet for customers to place their order. But, customers can only buy this product on online platforms such as Instagram and Facebook. They may choose which platform they find comfortable to use to interact with the sellers.

Even though this brand is a new brand in the market, it is seen to be accepted and known by many people around Malaysia including Sabah and Sarawak. This can be proved by the increasing numbers of agents and dropships under this brand around Malaysia. Recently at the end of May, the owner has launched another new product line which is Mellow Cookies. It is the same as Mellow Crunch but they replaced the crispy cocoa balls with chocolate dinosaur cookies.

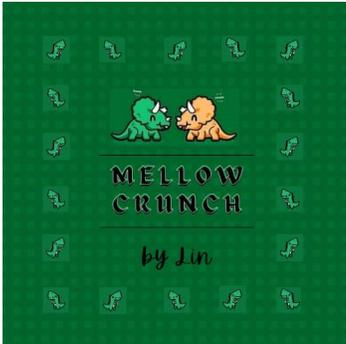
In fulfilling this assignment, I have joined the dropship team under the Leader of Mellow Crunch in Klang. As part of promotion, I have created a Facebook page which is "Mellow Crunch.Lin" from April 2021 and now it has been 2 months since I created the Facebook page. As a beginner in businesses, I planned to keep learning from the expertise to improve myself in the future.

TABLE OF CONTENTS

| | |
|---|----|
| ACKNOWLEDGEMENT | 2 |
| EXECUTIVE SUMMARY | 3 |
| 1.0 Go-Ecommerce Registration | 5 |
| 2.0 INTRODUCTION TO BUSINESS | 6 |
| 2.1 Business Information Sheet..... | 6 |
| 2.2 Name and Address of Business..... | 8 |
| 2.3 Mission and Vision..... | 8 |
| 2.4 Business Model Canvas..... | 9 |
| 2.4.1 Customer Segments..... | 10 |
| 2.4.2 Value Propositions..... | 11 |
| 2.4.3 Channels..... | 13 |
| 2.4.4 Customer Relationships..... | 14 |
| 2.4.5 Revenue Streams..... | 15 |
| 2.4.6 Key Resources..... | 16 |
| 2.4.7 Key Activities..... | 16 |
| 2.4.8 Key Partnerships..... | 17 |
| 2.4.9 Cost Structure..... | 18 |
| 3.0 FACEBOOK (FB) | 19 |
| 3.1 Creating Facebook (FB) Page..... | 19 |
| 3.2 Customising URL Facebook (FB) page..... | 22 |
| 3.3 Facebook (FB) Post - Teaser..... | 22 |
| 3.4 Facebook (FB) Post - Copywriting (Hard Sell)..... | 23 |
| 3.5 Facebook (FB) Post - Copywriting (Soft Sell)..... | 25 |
| 3.6 Frequency of Posting..... | 27 |
| 4.0 CONCLUSION | 31 |

2.0 INTRODUCTION TO BUSINESS

2.1 Business Information Sheet

| | |
|---------------------------------|--|
| Name of Business (with logo) | : Mellow Crunch   |
| | IMAGE 1: Mellow Crunch by Lin |
| Name, Phone number & Email | : Norazlin Binti Mohd Azman 017-4335604 azlinazman0@gmail.com |
| SSM registration | : - |
| Official business email address | : - |
| FB webpage address | : https://www.facebook.com/mellowcrunchLin |
| Instagram link | : - |
| Brand name | : Mellow Crunch |
| Online business mode | : Dropship Agent |
| Nature of business | : Selling and trading of foods (choco jar) |