



SOCIAL MEDIA PORTFOLIO : MELLOW CRUNCH



Prepared for:
DR. MUHAMMAD ISKANDAR HAMZAH

Prepared by:
NORAZLIN BINTI MOHD AZMAN 2019294748

BACHELOR IN ACCOUNTANCY
GROUP AC220B4G

UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY OF ACCOUNTANCY

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Next, I would like to further my gratitude towards Farah Kamaruddin, the leader of Mellow Crunch in Klang, which I have registered as a dropship under. I am grateful that she gave me the opportunity to join her team and even though I never met them personally, I am so delighted to be surrounded by lots of supportive people. They continue to give guidance to me as a beginner until now. I believe that I would easily give up if I do all of this alone because as a beginner, this was not an easy task.

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.

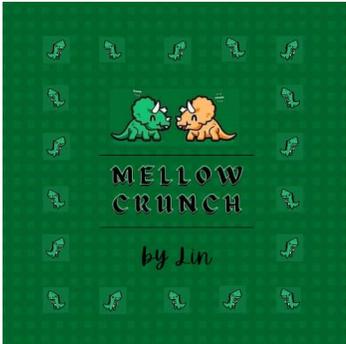
In fulfilling this assignment, I have joined the dropship team under the Leader of Mellow Crunch in Klang. As part of promotion, I have created a Facebook page which is "Mellow Crunch.Lin" from April 2021 and now it has been 2 months since I created the Facebook page. As a beginner in businesses, I planned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

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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)