



## SOSIAL MEDIA PORTFOLIO: KAPIT MEBELES



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## **Acknowledgement**

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Next, I am appreciative for the help from my classmates in helping me in giving likes and following my Facebook page. Big thanks also for promoting my Facebook page during the assessment. The supportive and also the sharing information really help me a lot in assigning this task.

Thank you.

## **Executive summary**

Kapit Mebeles is an online store that sells snacks that are Kapit, a traditional sweet food. It's an online dropship business run by Ratu Kapit Station, a local brand owner. As for the current, we have six flavours that exist. That is chocolate, the mixture of peanut butter and chocolate, peanut butter, chocolate with kacang tabur, peanut butter with kacang tabur and the last one is chocolate with kuaci. Kapit Mebeles uses social media platforms to introduce and update about our foods on Facebook, Telegram and WhatsApp. Our customer can make a choice to order among the three platforms that will be a direct message to us.

As a dropship for the business, Kapit Mebeles operates online in advertising and promotes Kapit Meletop by Ratu Kapit Station only. We also deliver to the customer who is located in Rawang if our stock agent in Rawang have a stock. We do our best to become among the excellent and successful dropships for Ratu Kapit station. To attain our objective to be an excellent dropship, we strive to enhance our business to be more known in the future and also focus on unique and have a speciality in our advertising to attract the customers. It will be a healthy rivalry with the other businesses in the same industry which is snacks and also traditional sweet food as well.



Furthermore, Kapit Mebeles also always struggles in preparing the maximum satisfaction for our customers. Each method we use provides an affordable price and also free delivery for the customer located in our place which is in Rawang. In addition, we also make an effort to deliver in the time that customers want it and we try hard in convincing our stock agent to post quickly for the customer who orders far away.

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## 2.0 Introductions of business

### 2.1 Business Information Sheet

Name of Business (with logo)	:	 <p style="text-align: center;"><b>Kapit Mebeles</b></p>
Name, Phone number & Email	:	<p>Name: Nur Alisya Izayu Binti Radzi</p> <p>Phone number: 011-3655 0687</p> <p>Email: alisyaradzi398@gmail.com</p>
SSM registration	:	-
Official business email address	:	-
FB webpage address	:	<a href="https://www.facebook.com/KapitMabelesAI/">https://www.facebook.com/KapitMabelesAI/</a>
Instagram link	:	-
Brand name	:	 <p style="text-align: center;"><b>Mebeles</b></p>
Online business model mode	:	Dropship Agent
Nature of business	:	Selling of Traditional sweets and snacks
Type of product	:	Food and beverages
Main competitors	:	<ol style="list-style-type: none"> <li>1. Kerepek Kunya- Kunya</li> <li>2. Syarikat Juminah Bt.Hj. Ibrahim</li> <li>3. Aneka kerepek as- syifa'</li> <li>4. JARS Manufacturing Sdn.Bhd</li> </ol>