



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

SOCIAL MEDIA PORTFOLIO: ADUCTIVE SALTED EGG CORNFLAKES



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## **EXECUTIVE SUMMARY**

“Aductive Salted Egg Cornflakes” is a local product originated from Batu Arang, Selangor, Malaysia. It operated since February 2019 by Aductive Food Sdn Bhd. The snack is unique because it made from the crispy cornflakes and blended well with natural ingredients such as pepper and curry leaves. The snack is healthy without monosodium glutamate (MSG) and 100% made from Bumiputera Islam. It also has a halal certified. Currently, the product exists in two flavors which are original (the red packaging) and spicy (the yellow packaging). Both flavors have highest demand since the taste is acceptable by all ages. They intend to serve the customers with only the best and high-quality at an affordable price.

In fulfilling the assignment, I have registered myself into this company as an agent based on Keratong, Pahang. As I am only the agent business, promoting and advertising tools to sells the product is prepared by Aductive Food Sdn Bhd and distribute by the stockiest to us.

I just need to promote it consistently. In order to achieve my goals, I aim to make an improvement towards my strategy to sells from time to time. I have created and managed my own Facebook page as another platform to promote to increase the views of people to know about this product instead promote it by offline.

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## 1.0 INTRODUCTION OF BUSINESS

### 1.1 Business Information Sheet

Name of Business (with logo) :	 <p>Figure 1: Logo of business</p>
Name, Phone number & Email	<p>Nur Huda binti Jamal 011-37489125 hudajamal38@gmail.com</p>
Official business email address	-
FB webpage address	<a href="https://www.facebook.com/aductivecornflakes/">https://www.facebook.com/aductivecornflakes/</a>
Instagram link	<a href="https://www.instagram.com/aductive.saltedegg.byhuda">aductive.saltedegg.byhuda</a>
Brand name	Aductive
Online business mode	Agent
Nature of business	Selling the foods
Type of products	Foods (original & spicy)
Main competitors	<ol style="list-style-type: none"> <li>1. Ruer's Cornflakes</li> <li>2. Salted Egg Peyek</li> <li>3. Bites Empire</li> </ol>
Commission	RM 3 per unit
Product selling price	RM 15 per unit
Cost of the product	RM 12 per unit