



اَوْنِبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**SOCIAL MEDIA PORTFOLIO:
TANDOOK'S KEREPEK PISANG**



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EXECUTIVE SUMMARY

Tandook's Kerepek is a product that founded by MH Tandook's Enterprise, an independent Muslim company that located at Banting, Selangor. It calls Tandook's because the chip is made from banana horn. Horn banana chips are indeed well known and popular in the community. What make Tandook's special and different from others horn banana chips is we plant the banana trees ourselves. As for now, we have three (3) types of Tandook's Kerepek which are Classic, Super and Special TD.

The marketing strategy is to emphasize the taste and crispiness of the products. The taste is amazingly delicious, and surely a high-quality product. The product is sells at affordable and have high demand in the community.

As a fan of horn banana chips, I have become stock agent for this product in order to fulfil the assignment. I create and managed Facebook page for Tandook's Kerepek Pisang for over 3 months for promotional activities. Taking into consideration Covid-19 situation, the portfolio will reflect the experiences gained and the difficulties encountered in overcoming the unknown obstacles.

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1.0 INTRODUCTION OF BUSINESS

1.1 Business information sheet

Name of Business (with logo)	: Tandook's Kerepek Pisang  Figure 3
Name	: Nur Sya'adah Binti Sabarudin
Phone number	: 017 673 7940
Email	: nursyaadah77@gmail.com
Official Business Email Address	: -
FB Webpage Address	: https://www.facebook.com/syaadah.tandooks
Brand Name	: Tandook's Kerepek Pisang
Online Business Mode	: Stock Agent
Nature of Business	: Selling and trading chips
Type of Products	: Banana chips
Main Competitors	: - Ros Kerepek - Faz Kerepek
Start-up Capital	: RM280.00
Product Selling Price	: - Classic – RM19.00 - Super – RM18.00 - Special TD – RM17.00
Cost of the Product	: - Classic – RM15.00 - Super – RM14.00 - Special TD – RM13.00
Supplier or Brand Owner Name	: Tandook's Kerepek
Contact Details of Brand Owner	: - Name of Brand Owner: Zulhilmi Amin - Address: Jalan Permata Kiri, Kampung Olak Lempit, 42700 Banting, Selangor.