



اَوْبُوْ رَسِيْمِيْ تِيْكَوْ لُوْ جِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## Social Media Portfolio : Kuih Gunting Shaf



Prepared for:

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Prepare By:

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BACHELOR IN PHOTOMEDIA CREATIVE

AD2475A

SUBJECT:

ENT530 – PRINCIPLES OF ENTREPRENEURSHIP

UNIVERSITY TEKNOLOGI MARA (UITM)

ART & DESIGN

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## **Acknowledgements**

The outcome of this project was not only I stand alone to do it. The requirement to do the business is quite hard. I decided to do my own business. Many people do business nowadays, so, we had to choose what stuff we can sell on our capacity for the startup business. Appreciate to my mother for suggesting me do the food business and easy to make. Also, help me create a mixture of ingredients. Not my expertise to serve the food to sell so it takes some experiments, the right ingredient and accurate weight.

I appreciate that my business type is not much competition. Also, it is easy to keep in a long period but has to avoid being sluggish. Also, she helps me to get the customer to buy. So, in this situation, I learnt that business is quite hard to do how to serve the crackers I sell especially in more than two or three quantities at a time. It is impossible to do without support from my mother. Also, thank you to the beloved lecturer, Dr Muhammad Iskandar Hamzah, who guided the students in the business entrepreneurship subject. Also, be the follow up with anyone who needs help in this project and sharing the specific details and ideas on how to do the business.

## **Executive Summary**


Kuih Gunting Shaf is a traditional scissors chip homemade for my small business on entrepreneurship projects. There are supports received from family. I do not have any business before, so, these subjects teach me how to do small business. So, this is my opportunity to gain and feel the experience of entrepreneurship. So, the purpose is to complete the projects in subjects entrepreneurship.

The main ideas come from my mother after discussing choosing which food want to make to complete my task on this project. So, I decide to manage the chips on social media like Facebook and Instagram. Then, I sell a bottle that is RM 5, 300 grams.

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## Business Information Sheet

Name of Business (with logo)	:	 <p>Name : Kuih Gunting Shaf</p>
Name Phone number Email	:	Muhammad Shafiy Bin Zul 0146114562 Shafiyzul1996@gmail.com
SSM registration	:	-
Official business email address	:	-
FB webpage address	:	<a href="https://www.facebook.com/kuihgunting.shaf">https://www.facebook.com/kuihgunting.shaf</a>
Instagram link	:	<a href="https://www.instagram.com/kuihguntingshaf/">https://www.instagram.com/kuihguntingshaf/</a>
Brand name	:	Kuih Gunting Shaf
Online business mode	:	Brand Owner
Nature of business	:	Producing
Type of products	:	Homemade Traditional Chip
Main competitors	:	<ul style="list-style-type: none"> <li>• Golden Salted Egg Peyek</li> <li>• Kerepek Famous</li> <li>• Kuih Gunting Zaafi</li> <li>• Kuih Gunting by mohdaimanmdisa</li> </ul>
Startup capital	:	RM 32
Product selling price	:	RM 5
Cost of the product	:	RM 5

## **Name and Address For Business**

Shafiy Kuih Gunting Enterprise is a business concentrated on making scissors chip. Based in home Batang Kali, 44300 Selangor Darul Ehsan.

## **Mission and Vision**

To expand further in the scissors chip business. Then, I want to start the business slowly to gain more experience and knowledge from time to time. Then, I also want to continue the generations in selling the traditional biscuits, chips and cakes. We only can get some of them in only Eid. However, I want to sell this product in daily life. The reason is the people like me is always find the traditional biscuits, cakes and chips. Then, I also need to grow up the feeds on the social media business. I know it is a necessity and easy for us to sell stuff online. Many seminars nowadays encourage us to grow up our business on social media and websites to make our business further. The websites will look official on business than social media instead. However, both are important. Next, for the startup on my entrepreneurship is consume less cost because the place I used to work is at home and use the utensils all from home. Then, the strategy I plan for my business is just to use only what I have to do the process. Then, step by step adds the type of traditional cakes, biscuits and cakes to sell. This is the way to learn the small business as my plan. I want to take the small step to get higher. Next, I will open the shop to sell the products when the demands increase a bit and stable. So, the opportunity in entrepreneurship I get is not only to get the profit but learn to make the strategies based on the plan later and making small steps.