



اَوْنِبُوْا سِيَّتِيْ تَيَكُوْنُوْا لِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**SOCIAL MEDIA PORTFOLIO :
DURIAN CREPE RABI SETAPAK**

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21st JULY 2021

ACKNOWLEDGEMENT

To be involved in business was almost everyone's dream but to achieve the goal depends on the person who runs the business. It is an honour for me to be the person who runs the business from the basics. Learning from the best is one of the important things in growing business. It is my pleasure to thank everybody who shares their knowledge in business and is involved in helping me to complete my social media portfolio report assignment.

First of all, I would love to thank my family for understanding and cooperating with me to run the business together. Secondly, my biggest gratitude towards our beloved Dr Muhammad Iskandar Hamzah for his guidance provided through online meeting, notes and examples. Lastly, I would give my honour toward my supportive friends for the encouragement and support to complete my task.

EXECUTIVE SUMMARY

Durian Crepe Rabi Setapak is basically reselling durian-based dessert by Rabi Sugarflour. We are buying wholesale from our supplier in Damansara or through the mini stockist nearby. Beside reselling the products, indirectly we also do a delivery business by delivering the goods to the customers. Together with my partner, who is my sister, we started taking risks to increase our sales by purchasing new products with more quantity. Starting with one type of dessert (Durian Crepe Bantal), we begin to add a variety of crepe dessert from Rabi Sugarflour.


The idea of selling this product is because of our love towards durian fruit. Before starting this business, we had tried this dessert and it was very tasty, which made me feel that everyone should also try it. It is affordable and flavorful and could attract many people who love durian. I had been thinking this is an opportunity for me and my sister to be involved in giving people a chance of this delicious dessert. Moreover, in the meantime, not so many people are doing this business. We are starting to grow as when the pandemic hit and lockdown occurred, we receive a high demand for these products.

In the earlier stage, we only promoted this dessert through Whatsapp status and Facebook. Eventually, we received great responses from closest friends and family. We began to create a Facebook page to earn more followers alongside my purpose to complete the assignment. Within a week, we managed to gain more than 100 followers on our Facebook page. Currently, we have more than five products which are Durian Crepe Bantal, Durian Crepe Cheese Leleh, Mille Crepe, Mango Cheesecake, Milo Crush, and new products launching in June, Sponge Cake Durian.

Table Of Contents

Acknowledgement	2
Executive Summary.....	2
1.0 Go-e-Commerce Registration.....	5
2.0 Business Information.....	6
2.1 Business Information Sheet.....	7
2.2 Name and Address of Business.....	7
2.3 Mission and Vision.....	8
2.4 Business Model Canvas (BMC).....	9
2.4.1 Key Partners.....	10
2.4.2 Key Activities.....	11
2.4.3 Key Resources.....	12
2.4.4 Value Propositions.....	13
2.4.5 Customer Relationship.....	13
2.4.6 Channels.....	13
2.4.7 Customer Segments.....	14
2.4.8 Cost Structure.....	14
2.4.9 Revenue Stream.....	15
3.0 Facebook.....	16
3.1 Facebook (FB) Page.....	16
3.2 Customizing URL FB page.....	17
3.3 Facebook (FB) Post - Teaser.....	17-18
3.4 Facebook (FB) Post - Copywriting (Softsell).....	19
3.5 Facebook (FB) Post - Copywriting (Hardsell).....	20-21
3.5 Frequency of Posting.....	22
4.0 Conclusion.....	23-25
5.0 References.....	26

1.0 GO-E-COMMERCE REGISTRATION

Name of Business (with logo)	:	Durian Crepe Rabi Setapak  Figure 1 : Logo
Name	:	Najwa Binti Roslan
Phone Number	:	019-5129519
Email	:	najwaroslan272gmail.com
Official business email address	:	N/A
FB webpage address	:	https://www.facebook.com/CrepeDessert
Instagram link	:	https://www.instagram.com/duriancreperabisetapak /
Brand name	:	Durian Crepe Rabi Setapak
Online business mode	:	Agent
Nature of business	:	Selling durian-based dessert
Type of products	:	Food and Beverages
Main competitors	“	1) Durian Crepe Afeeqa 2) Durian Crepe B'iey 3) Durian Crepe Mantul 4) Heero Durian
Startup capital	:	RM150
Product selling price	:	1) Durian Crepe Bantal (RM15) 2) Durian Crepe Cheese Leleh (RM15) 3) Mille Crepe (RM36) 4) Batik Milo Crush (16) 5) Mango Cheese Chill Terpelanting (RM16)