



اَوْنِبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

SOCIAL MEDIA PORTFOLIO REPORT: 'KRIUK CRISPS'



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## EXECUTIVE SUMMARY

Kriuk Crisps is a sale of flavoured chips located in Jitra, Kedah. This business is my own business that I started as an effort to earn extra income for myself. Started with a small business, this business has a target for the future. The newly established Kriuk Crisps has received response and support from many people. This is because this kind of flavoured crepe is very popular with many people, especially the young.


The idea to start a business selling flavoured crepes is due to its simple and easy manufacturing process. To run a business I need to make a good plan to create a product that is able to be relevant to my customers. To achieve this dream, I have created a Business Model Canvas (BMC) in helping me run this business successfully.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Business information sheet

Name of Business (with logo)	:	Kriuk Crisps!	
Name, Phone number & Email	:	Muhamad Asyraaf bin Abdul Rashid 017-4001055   asyraaf34@gmail.com	
SSM registration	:	-	
Official business email address	:	asyraaf34@gmail.com	
FB webpage address	:	<a href="https://www.facebook.com/Kriukcrisps/">https://www.facebook.com/Kriukcrisps/</a>	
Instagram link	:	-	
Brand name	:	Kriuk Crisps!	
Online business mode	:	Brand owner	
Nature of business	:	Selling and delivering flavoured chips.	
Type of products	:	Food & Beverages, Snack selling bussiness	
Main competitors	:	-Kerepek ranggup Qayyum & Kerepek pisang cik Ani	
Startup capital	:	RM100	
Product selling price	:	RM 10	
Cost of the product	:	RM 6.30	
Supplier / Brand Owner Name	:	-	
Contact Details of Brand Owner	:	-	
Social Media Account of Brand Owner	:	Facebook and Instagram account profiles	
Website address of brand owner	:	-	