



## SOCIAL MEDIA PORTFOLIO: LOKAL MUNCHIES

### ***LOKAL MUNCHIES***

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## **Executive summary**

This report is purposely to state the business information background, the things in the business that can cause a problem and the Business Model Canvas of the business. It consists of advertising the selected business in order to promote and broaden the business to another level. This report is about the information of the food products that are known as Lokal Munchies.

Lokal Munchies is a local product from Cheras, Selangor. It was founded in 2020 by Ary Amran who is one of the Bachelor of Pharmacy graduates. Lokal Munchies is basically selling chocolate chip cookies coated with premium chocolate. It has two different flavours which are hazelnut and mocha. After a year in the business, he then launched two more products in March 2020 that are called the cereal series. It represents the Baby Crunch which is a chocobar hazelnut flavoured and the Baby Loops which is a colourful cereal coated with premium white chocolate. Besides, Lokal Munchies has many agents and dropshippers in order to broaden the business. They came from different states whether in the East and West of Malaysia for the sake of fulfilling people's needs for a snack.

We used to promote the business as a dropship through our Facebook page '@LokalMunchiesbyYati' for about two months. A Facebook business page is the ultimate platform to promote a business in order to expand until it achieves a target. It cannot be denied that Lokal Munchies has various kinds of the platform in growing the business. For instance, they do have Facebook, Instagram, Twitter and Shopee. As it is an online business, it can be successfully delivered the products from one state to another with the help of various couriers and their agents. Lokal Munchies will have the opportunity to further expand the business to the international level because of its premium look and taste.

For the start of this business, it costs us RM0 to be a dropship. It represents us in promoting and advertising the business on social media. It is quite challenging to earn sales as we know that this kind of product has its competitor. In addition, we experienced difficulty in generating sales due to a lack of response on the Facebook page. We hope that we can overcome this problem in the future.

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## 1.0 Introduction of business

### 1.1 Business Information Sheet

Name of Business (with logo)	:	Lokal Munchies  <b>LOKAL MUNCHIES</b>
Name, Phone number & Email	:	Nurhayati Nazirah binti Razali 011-62218586 nurhayatinazirah99@gmail.com
SSM registration	:	N/A
Official business email address	:	N/A
FB webpage address	:	<a href="https://www.facebook.com/LokalMunchiesbyYati">https://www.facebook.com/LokalMunchiesbyYati</a>
Instagram link	:	N/A
Brand name	:	Lokal Munchies
Online business mode	:	Dropship Agent
Nature of business	:	Selling and trading of Food & Beverages
Type of products	:	1) Chocolate chip cookies coated with premium chocolate 2) Mini koko krunch coated with premium hazelnut chocolate 3) Froot Loops coated with premium white chocolate
Main competitors	:	1) Frunchie 2) Mouthgasm Crunchy 3) Rielkies 4) Crimebites