



# SOCIAL MEDIA PORTFOLIO

MELLOW CRUNCH



## PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

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## EXECUTIVE SUMMARY

This portfolio is meant to record and report the requirement for the social media business task that has been assigned as part of the requisite for ENT530. The social media portfolio is an assignment that necessitates students to open and handle their very own business. This portfolio specifically report the development and maintenance of mellow crunch and mellow cookies . For the first section of the portfolio, legal document produce. Next, in the introduction section, item such as the name and address of the business, organizational chart, the mission and vision, the descriptions of products or services and the price list are elaborated. Apart from that, the section for 'creating Facebook page' illustrates the Facebook page layout and the business information displayed there. meanwhile, in the custom URL Facebook page section, the amount of likes gained for the business page as well as the custom Facebook URL is shown. The next is three sections display the screenshot of teaser and copywriting posts. For the latter, the posts are further divided into two categories: hard sell and soft sell posts. Then, the frequency of posting in a month is also recorded in the frequency of posting section, in which the information is obtained from the insight components provided on the Facebook page. Finally, the social media portfolio is concisely summarized in the concluding section of this portfolio.

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## 2.0 INTRODUCTION TO BUSINESS

### 2.1 BUSINESS NAME AND ADDRESS

The name of the business is Mellow Crunch, with the word 'Mellow' taken from the milo words and 'Crunch' based on is from the crunchiness of chocolate balls. The rationale behind this name is its relevance to the product sold and also how the business intends to sell snacks that can bring joy to the lives of the customer, particularly student, children and working adults. Mellow Crunch snacks utilises the cash-on-delivery and pos delivery sale methods. This business is located at Kampung Tanjung Mukim Jeram, 06000 Jitra, Kedah.

The logo used for the business is a letter "M" . The logo was just simply to symbolize letter M in Mellow. the green color represents the color of a cute green dinosaur

