



اوتو سيني تيكنولوغي مارا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

SOCIAL MEDIA PORTFOLIO

JUICEEZ HQ

JUICEEZ
MEMANG SYOK

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY FILM, THEATRE AND ANIMATION (FITA)

UNIVERSITY TEKNOLOGI MARA (UTM)

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4 (2021)

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ACKNOWLEDGEMENT

Assalamualaikum. Firstly, I would like to thank to Allah SWT for giving me the strength and for successfully completing this social media portfolio on time. Therefore, I would like to thank the lecturer and friends for the big support and the encouragement to complete this assignment. In fact, I was able to gain a lot of knowledge by completing this report with their help and support system. Especially to Madam Norfazlina Ghazali, Lecturer in Entrepreneurship Principles (ENT530) for giving me the guidelines that I need to follow and complete the assignment. I was appreciated because having parents and siblings who are always understood and believe on whatever I do. I will remember the support, patience and prayers to be who I am now. I would like to thank to everyone who are always give a hand to helped me to complete the report, either directly or indirectly.

Thank you.

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EXECUTIVE SUMMARY

Juiceez HQ is one of local juice brand that sell healthy juices and will help you increase your energy at any time of the day. Our products are sold to everyone, and our target is individuals who want a twist and try something new. In addition, we focus on customers who love fresh fruit while making it a healthy practice. There are three types of juice that we provide for our beloved customers. Among them are Mangga Leleyh, Durian Belanda and Jagung Segor. All three of these juices are produced with a high quality. The fruits used are selected to ensure the quality and level of satisfaction of our customers. Juiceez HQ is based in Batu Pahat, Johor and is now trying to take it a step further. Customer satisfaction is our top priority and Juiceez HQ always guarantees that the products produced are quality, worth it and healthy for our customer.

2.0 INTRODUCTION OF BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Juiceez HQ is local juice brand that started early 2021. The meaning of Juiceez itself is symbolic of freshness and extraction of the juice and top up with fancy element and end up we proceed with Juiceez. Our tagline is #memangsyok and it stands for our beloved customer who is always be our backbone through this journey. #memangsyok can also refer as the excitement and enjoy after Juiceez sip.

The following is the official Juiceez HQ logo attached



Figure 2: Juiceez HQ official logo