



اَوَّلُ سَبِيحَةٍ تَكُونُ لِي فِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

Crispy Popia Seaweed



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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- **SEMESTER** : 3 (2020/2021)
- **NAME** : NUR MASTURA BINTI HASNAN
- **GROUP** : HM2453A1
- **LECTURER** : NORFAZLINA BINTI GHAZALI

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EXECUTIVE SUMMARY

Crispy Popia Seaweed is a brand name and a trading name of our popia seaweed snack store. The main objective that is to achieve for the business is to offer the highest quality snack at an affordable price, better price, and quality than other retailers.

Our business began on Facebook on 31 Mei 2021, humbly beginning with one product and steadily adding more from our business journey. The highest quality snacks and competitive prices of this commodity are known by many parties. Therefore, this product offers a clear analysis of our customers' ongoing purchases.

Since its inception, Crispy Popia Seaweed has made over 20 sales and the number is expected to increase by year-end to Year-End sales. Increasing demand for our products results in profitable sales results for our business projects. By the end of the year, we now had three products made for our customers as well as seaweed popia fans.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Crispy Popia Seaweed is a business name that had been decided based on the main product, which is the popia seaweed snack. The name of the business implies that all the products are prepared and sold by CikTuraPopiaSeaweed. Our business motto is “Crispy. Affordable. Bring flavors to your everyday lifestyle”, which shows that our seaweed snacks will guarantee crunchiness, availability, and accessibility for everyone while providing a wide selection of flavors. The target market for Crispy Popia Seaweed is teenagers and adolescents between the age of 16 to 30 years old.

The logo used for the business is a dry seaweed with imagery of a cut in the middle. The logo was just simply to symbolize our Crispy Popia Seaweed.



Figure 1.1: Logo for business