



اَوْنَبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

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**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**SOCIAL MEDIA PORTFOLIO**  
KUIH KAPIT (FACEBOOK PAGE)

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## **Executive summary**

Kuih Kapit Cripzz serves kuih kapit in a range of flavours as a snack, which provides a high level of satisfaction for its customers. It targets clients of all ages, including parents, teenagers, students, and children. This is because our kuih kapit is made with excellent ingredients and may be enjoyed as a snack while watching television, studying in a group, or even during the Hari Raya celebration.

Customers like our Kuih Kapit because it is reasonably priced, comes in convenient packaging, and suitable for people of all ages. This business was founded in 2017. Melaka is where I primarily advertise my Kuih Kapit. Melaka is a vital neighbourhood that is primarily populated by families, teenagers, and students. Our sales often increase during Ramadan and Eid Mubarak. They primarily purchase our products to serve guests on Hari Raya. Apart from that, couples contemplating marriage may desire to purchase our Kuih Kapit as wedding gifts.

Our business's marketing approach places a premium on product quality and affordability. It offers a variety of flavours at an affordable price of RM15 per jar. This will motivate and persuade all clients to purchase our products. Kuih Kapit Cripzz is operated only by myself and my family due to the fact that it is a new business with insufficient cash to hire workers. To expand my business, I created a Facebook page where I learned how to bring more visitors to our Kuih Kapit by utilizing teasers, soft sales, and hard sales.

## **2.0 Introduction of business**

### **2.1 Name and Address of Business**

My business is called Kuih Kapit Cripzz. I chose this name to make it abundantly clear to buyers that I am selling that thing, so they do not need to inquire. The term Kuih Kapit denotes a crunchy and crisp product. The reason I chose to market this Kuih Kapit is that it is really unique and can be consumed by people of various religions, but is particularly popular in the Chinese and Malay religions. Then the flavor is exquisite, and the product is of superior quality. I demonstrated several flavors. Thus, the customer can more easily select their preferred flavor and can eat comfortably while the chocolate melts into their lips.

JB1770, Jalan 9, Taman Nyalas Baru, Asahan, 77100 Melaka is the address I chose. This area is rural. However, this location is densely populated with amenities due to its proximity to a school, a university, and a diverse neighborhood. As a result, my primary target consumers are all types of people and religions. Due to the impending Eid Mubarak celebration, this Kuih Kapit is in great demand in these locations. A one-of-a-kind service that I offer to my customers is free delivery to those who live close to my location.

Customers might simply stroll into my store during normal business hours and obtain the merchandise immediately. Additionally, they may contact us directly via our Facebook page (Kuih Kapit) or our WhatsApp number (0103692469).