



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْكَي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

OPERATION MANAGEMENT (BA244)

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

SOCIAL MEDIA PORTFOLIO

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SUBMISSION DATE:

25<sup>th</sup> June 2021

## **ACKNOWLEDGEMENT**

First of all, I would like to thanked to Allah S.W.T, The Almighty for His shower of blessings throughout this assignment. Finally, I am able to complete this social media portfolio.

Successfully completion any type of assignment requires helps from a number of persons. I have also taken help from different people for the preparation of this report. Now, there is a little effort to show my deep gratitude to that helpful person.

I convey my sincere gratitude to my beloved lecturer Madam Nadiah Maisarah binti Abdul Ghani. Without her kind direction and proper guidance this report would have been a little success. In every phase of the assignment her supervision and guidance shaped this report to be completed perfectly.

I also would like to thanked to my friends to give clear idea and thought about this social media portfolio. They gave me advices and teach me how to do this report so that I can improve my report in many ways.

## **EXECUTIVE SUMMARY**

This report analyses provides the results of selling and promoting a kind of snacks. Krunchy Choco Melts is a product that focus on producing chocolate jar. It is a kind of modern snack that innovated by young people nowadays. Krunchy Choco Melts is a kind of bubble rice or mini crunch that combined with melted chocolate. There are various types of chocolate flavour which is chocolate, white chocolate, green tea, red velvet, butterscotch, banana, and durian.

Krunchy Choco Melts clients are defined as individuals at various ages, gender, and career people or students. In particular, our highest aim is on students. This is because, normally, young people love to consume snacks especially from chocolate base. However, there are unlimited targeted customer, we also focusing on adults and kids except for those who are allergic with coco. Krunchy Choco Melts concern is to serve a good quality of foods to the customers and achieve customers' satisfaction.

This chocolate jar was promoted in Facebook page on April 2021. Amazingly, there are a lot of response from the Facebook user. The good flux of Krunchy Choco Melts selling method and strong branding in other social media make the selling great. Although there is some poor insight from the sales revenue, but some actions and recommendation was taken such as make a posting frequently and validate the feedback to increase the engagement.

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## INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business



Name of this business is Krunchy Choco Melts refer to the own name itself. This business was promoted and advertised on Facebook page - <https://www.facebook.com/Krunchy-Choco-Melts-105100698366032>

Krunchy Choco Melts is located at No 9, Jalan Muafakat 2, Taman Dato Bandar 1, Meru 41050 Klang, Selangor.