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UNIVERSITI
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MARA

FACULTY OF BUSINESS AND MANAGEMENT
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO :

GOLDEN SALTED EGG PEYEK BY DOTTY'S CRUSTY

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In the name of Allah, the Most Gracious and the Most Merciful.

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EXECUTIVE SUMMARY

Dotty's Crusty is the name for our business company that distribute on-the-go snack for all snack lover. Dotty's Crusty is the platform where promoting and selling products of SME business to expand their business as well as this start up business to be well-known in market. The main objective that is to achieve for the business is to offer variety of snack which highlighted on Golden Salted Egg Peyek to customer with affordable price and amazing taste of snack which can be enjoyed together.

We have started the business early April 2021, which get stock and offer Golden Salted Egg Peyek in 2 types of flavors, the original and spicy that been crazy to anyone who has been took the first bites for the first batch. The feedback that we received from our beloved customer is where they received the snack in good condition, full of taste, crunchy and surprisingly, they repurchase because one packet is not enough. Hence, this product provided good insight for the continuous of sale to our customers and received a lot of unexpected demand from customer. Its beyond my imagination.

Upon many requests of the #BestsnackbyNAM, Golden Salted Egg Peyek was sold over 50 packets for first batch and still producing 100 more packets for upcoming batch to ensure food supply for the all the customer is sufficient to distribute. Growing customer demand has boosted sales and sales to maximum levels and achieved the business start-up target for the company.

This product might thrive and grow in the future through outstanding marketing advertisements on the social media platform. During this time of difficulty, Pandemic has brought us in search of online clients rather than physical sales. By using Facebook page as our main platform such as promoting products starting from teaser post, soft sell and hard sell to attract online customers as well as introduce to them our best product.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of business



Figure 1: Dotty's Crusty Logo

Dotty's Crusty is a business name that has decided based the product of crunchy and crusty snack. The name "Dotty's" itself is cute as well as the customers who grab the snack are all in good looking and "Crusty" determine how crunchy the taste of snack and even could not stop from chew the snack. Our business moto is "Ketagih! Paling Sedap di Dunia!" as stated on the back of the packaging which proven, no one could stop in the first bite. Our target market are all generations, kids, adult and senior citizen as well, as this Golden Salted Egg Peyek have 2 flavor which the original salted egg taste and spicy flavor that suitable for individual who like spiciness taste and they may adjust the level as included small packet of chili powder.

We mainly sell food products at retail level known as vendor, therefore, the stock comes in many boxes which we kept the inventory and run the business at Lorong PJS 2C/11M, Taman Medan 46000 Petaling Jaya Selangor before distribute to all agents and stockiest.