



اَوْبُنُوْ سَيِّدِي تَيْكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA CAWANGAN SELANGOR
KAMPUS PUNCAK ALAM**

FACULTY OF BUSINESS AND MANAGEMENT

**BACHELOR OF HEALTH ADMINISTRATION(HONS)
MARCH-AUGUST 2021**

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

**INDIVIDUAL ASSIGNMENT:
SOCIAL MEDIA PORTFOLIO**

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ENT530S**

**PREPARED FOR:
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**SUBMISSION DATE:
25 JUNE 2021**

ACKNOWLEDGEMENT



**In the name of Allah, the most Gracious and the most Compassionate,
Peace and blessing of Allah be upon Prophet Muhammad.**

Alhamdulillah, first and foremost, all praise to Allah SWT, the most gracious and the most merciful for blessings us and give me the opportunity to complete this individual assignment without many difficulties in order fulfil part of the Principles of Entrepreneurship subject matter (ENT530) of UiTM Campus Puncak Alam.

Special thanks and appreciation are given to my lecturer Puan Nadiah Maisarah for giving me an opportunity to learn some new things and providing us with all support and guidance which are very help me complete the assignment on time and also thanked for teaching us this subject. Additionally, thank our myself to put an effort and responsibilities to complete and submit individual assignment within time given. In addition, we immensely obliged our friend and our family for their elevating inspiration, encouraging guidance and kind supervision in the completion of this assignment.

Last but not least, thank you to all those who have helped together have either directly or indirectly to complete this task project. May Allah SWT give a better and blessed us.

EXECUTIVE SUMMARY

“Snacky Crunchies” stand for my business names for this project. The Snack Crunchies is online selling using Facebook Pages to promote and sell retail product that had been famous in market. This business starts in April 2021. The Snack Crunchies choose to sell retail products that had been produced by NZ Crunchies.

NZ Crunchies is one of the Bumiputera product brands for NZ Frozen Industries Sdn Bhd which is registered under the Companies Commission of Malaysia (SSM) and is wholly owned. The holding company of NZ Crunchies is located at Lot E1 SME Industrial Complex, 15, Jalan Tabana, Tampoi Industrial Estate, 80350 Johor Bahru, Johor. NZ Crunchies brand for snacks product that had been produced by NZ Crunchies. NZ Crunchies are snacks made from “Popiah” skin and coated with a variety of delicious flavors. This snack has 9 different flavors such as Golden Salted Egg, Cheese Primo, Chicken Savory Floss, Milky Matcha, Chocolate Supreme, Flaming Salted Egg, Butter Bread Toast, Korean BBQ and Seaweed Teriyaki. NZ Crunchies snacks come with two packaging which are jar and pouch for easy to carry this snack anywhere. These snacks are suitable for all groups, can be used as snacks, food to entertain guests, and snacks to fill an empty stomach. Enjoy NZ crunchies snacks, Confirm Repeat.

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II. INTRODUCTION OF BUSINESS

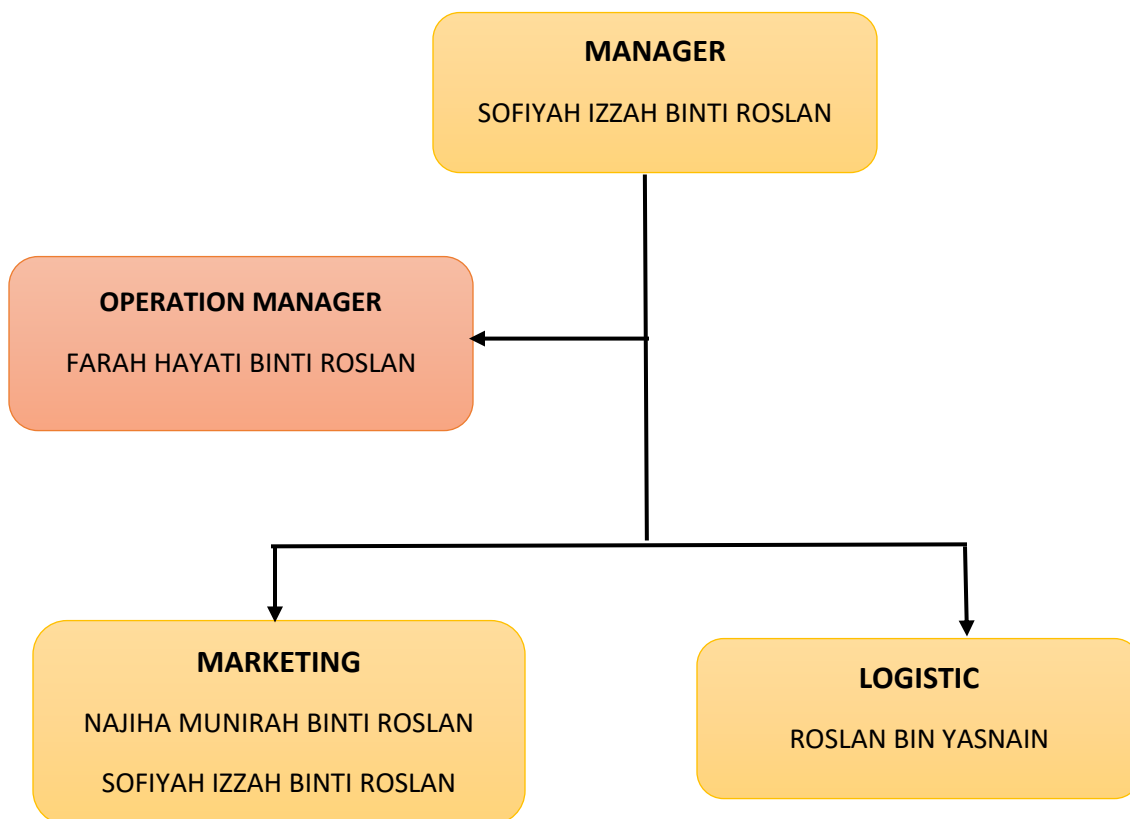
- **Name of Business**

Snacky Crunchies

- **Address of business**

No 9, Jalan Beringin 4, Taman Desaru Utama, Bandar Penawar, 81930, Bandar Penawar

- **Organizational chart**



- **Mission & vision**

- ✓ Mission

- Provide clean, halal and pure snacks in accordance with the wishes of customers.
- Ensuring customer satisfaction on an ongoing basis in line with the production of snack products supplied.