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UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO
NZ C'RUNCHIES



ENT530 PRINCIPLES OF ENTREPRENEURSHIP

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Date of Submission:

25/6/2021

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ACKNOWLEDGEMENT

In doing and completed this social media portfolio, I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this report. A special thanks to Madam Nadiah Maisarah Abdul Ghani for providing me a good guideline for this assignment.

I would also like to acknowledge with much appreciate the crucial role of my friends, who give me a lot of help throughout this. This completion of the assignment gives me much pleasure which includes my lecture, my family and last but not least my friends or anyone who involved directly or indirectly to finish this assignment.

Lastly, many thanks to go to my family for understand me, give support and countless encouragement during doing this assignment and not forgot to the people who supported me directly or indirectly towards their support.

EXECUTIVE SUMMARY

NZ C'runchies is a brand name and trade name of our food or beverages store specifically for food snacks made from poppy skin and coated with various types of flavors that are able to mesmerize and attract snack lovers. The main objective of our business company is to achieve in order to offer the highest quality on our products, affordable price and better price and to give everyone can have our snacks.

Our business started on the Facebook on April 13th 2021, begin with 7 flavours of snack only that was introduced to all customers and steadily increase 9 flavours all of that to adding more for our business journey. The highest quality and the best price of our products are well-known and became viral among people.

Since commencement, NZ C'runchies has made over a lot of sales and the numbers are expecting to increase very well this year. By increasing for the demands on our products its shows that a good progress to get a good sales and revenue to our business. By almost reaching the end of this year, we are now have other products that has been launched.

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2.0 INTRODUCTION TO BUSINESS

2.1 Name and address of business



Figure 2.1 Business Logo

NZ C'runchies is a business name that had been decided based on the name of the company. We are the sales agent of NZ Crunchies products, which are food snacks made from poppy skin and coated with a variety of flavors that are able to mesmerize and attract snack lovers. NZ Crunchies is one of the bumiputra product brands of NZ Frozen Industries Sdn Bhd which was introduced in May 2019 and in just a few months after the launch of this product, it has gone viral among Malaysians due to its wide usual taste.

The logo used for the business is a letter that include the name of the products. It is because we choose and designed the logo to always remind us and our customers about our snacks that has been viral among people due to wide usual taste.