



UNIVERSITI TEKNOLOGI MARA

FACULTY OF INFORMATION MANAGEMENT

Degree in Bachelor of Information Science (Hons) Information Content Management

(IM 249)

Principles Of Entrepreneurship

(ENT530)

INDIVIDUAL ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO

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Asalamualaikum

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EXECUTIVE SUMMARY

i) **Company name.** Eng's Popcorn

ii) **Mission.**

To penetrate overseas markets and become the leading snack company in southeast Asia that have HALAL Certification.

iii) **Company background.**

Eng's Popcorn is a local homemade product of a Malaysian brand based in Batu Pahat, Johor. This product was established in 2017 and has been in the market for 4 years. All the ingredients used are from HALAL certified suppliers. In fact, it is a 100% Bumiputra and Muslim product.

iv) **Product.**

Eng's Caramel Popcorn. Eng's Caramel Popcorn is the first product of Eng's Popcorn Company, it used the ingredient are very premium and only from HALAL certified supplier. These product has 3 size of packaging which is first Newborn for 300g, Biggie for 500g and lastly Refill pack for 1000g.

Eng's Strawberry Popcorn. Eng's Strawberry Popcorn is the latest product of Eng's Popcorn Company, it used the ingredient are very premium and only from HALAL certified supplier and the strawberry is import strawberry. These product has only one packaging size which is 200g.

v) **Report.**

This report contain the information about Eng's Popcorn company. The information include the Facebook page, Facebook page url, Go-ecommerce registration of business. Next it also contain the Facebook page Teaser, Hard sell and Soft sell of Eng's Popcorn Facebook page.

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE

BUSINESS PROFILE



MUHAMMAD HAZRIQ
FIKRI BIN RAZAK

Company Name	: Eng's Popcorn	Company Registration No.	:	Edit
Type Of Business	: Sdn. Bhd	Business Role	:	Agent
Facebook Page	: https://www.facebook.com/Engs-Popcorn-103370958561080/	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: Others	Business Website	:	
Business Related to Your Study Field	: Yes	Type Of Website	:	
		Experience in International Export	:	

Available Contest

2.0 Introduction of Business

2.1 Name and Address Business

Name of the Company	Eng's Popcorn
Address of the Business	https://www.facebook.com/Engs-Popcorn-103370958561080
Telephone Number	0195660328
Form of Business	Sole proprietorship
Main Activities	Selling popcorn
Product Distribution	Online Sales
Date of Commencement	16 April 2021
Date of Registration	16 April 2021
Social Media Page	https://www.facebook.com/Engs-Popcorn-103370958561080