



اَبُو سَيِّدِي تَيْكُونُو لَوِي كِي مَبَارَا
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MARA

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BACHELOR OFFICE SYSTEMS MANAGEMENT (BA232)

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INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

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Then, I would like to express my thankfulness to University Technology Mara (UiTM) Campus Puncak Alam, Selangor for giving me the opportunity to conduct this project assignment. Also, I would like my deep and sincere gratitude to my lecturer, Dr. Syukrina Alini Mat Ali, for giving me the opportunity to do this task and providing invaluable guidance throughout her lecturing session. Her dynamism, vision, sincerity and motivation have deeply inspired me. She has taught me the everything like how to create a hardsell, softsell, and teaser. Also, to present the task as clearly as possible during mass lecturing. It was a great privilege and honor to study under her guidance. I am extremely grateful for what she has offered me. I would also like to thank Dr. Syukrina again for her friendship, empathy, and great sense of humor.

Moreover, I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing me for my future. Also, their understanding, prayers and continuing support to complete this assignment task. My Special thanks goes to my friends for helping me to complete my assignment task which is the task need to get 91 likes.

Finally, my thanks go to all the people who have supported me to complete the individual assignment work directly or indirectly.

EXECUTIVE SUMMARY

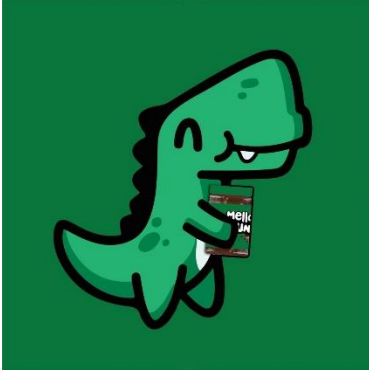
Mellow Crunch Viral offers a side dessert and snack chocolate-based product food and beverage to give the satisfaction of customers. It is already identifying based on my observation that the people in Malaysia love to eat chocolate and crunchy stuff as their snack and side dessert. It is affordable price of product. It is also targeting all ages, gender even marital status such as children, family and student to buy this Mellow Crunch product.

Mellow Crunch Viral marketing strategy is to emphasize the product's quality and price It provides an affordable price because many people want to buy this product, particularly in rural areas like mine. As a result, I devise a marketing strategy that excites customers to purchase mellow crunch brand Hanifjamals or known as Anep. He is a good influencer who enjoys providing good advice to young people. Besides, the design of the product is really attracting to sell it. The flavor is delectable, and the product is of excellent quality.

Lastly, I, Nurul Atikah Binti Norman, am also in charge of the Mellow Crunch viral. I created Facebook in order to expand my business through social media and to learn how to post teaser, soft sell, and hard sell Facebook posts for company products. I also need to get at least 91 likes on Mellow Crunch Viral Facebook page. Selling and promoting this as my own project is a challenge for me. So, in this report, I will present proof of the business, such as some of the items that have been posted on Facebook, as well as the business background.

II. INTRODUCTION OF BUSINESS

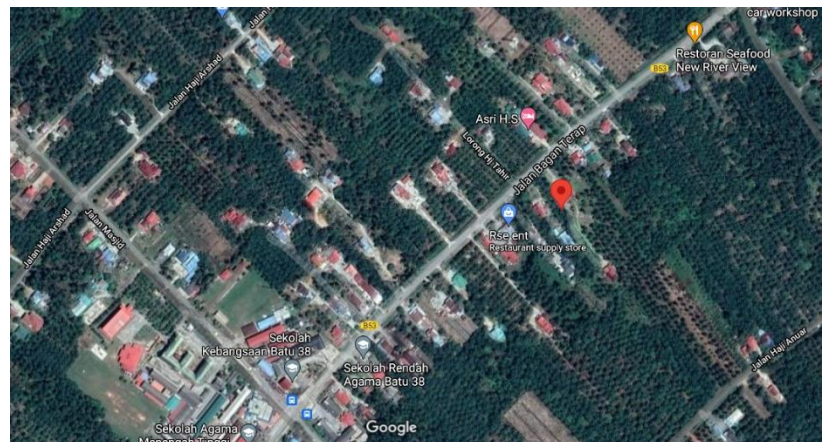
- **NAME AND ADDRESS OF BUSINESS**



The name of this business is Mellow Crunch Viral. The behind story of the Mellow Crunch is Mellow, a young dinosaur named once upon a time, was born 130 million years ago. A massive meteor struck the earth one day, and all of his family and friends vanished. Mellow is the one and only survivor of the disaster. After a few days, he discovered that the blast's impact was actually chocolate crunch filled craters. A chocolate crunch that is dangerously addictive! Mellow Crunch was born, and he now

lives happily ever after in a chocolatey goodness! Then, viral is because it show that this product is super trendy and most people love it.

The Mellow Crunch Viral product is located at Lot 237 Jalan Sekendi Kampung Batu 38 45200, Sabak Bernam Selangor. My business will be involving with find the customer, handle customer order, packing the order, deliver the order to customer near my area and postage the customer order. Also, I have to edit the video and create



the poster for my advertising Mellow Crunch Viral product. At the same time, I can work from home with this type of business. Also, I may work at any time and from any location. This is why I chose Mellow Crunch product that allows me to work from home as my starting point for establishing my new business. Besides, this environment would be convenient for me to completing my customer satisfaction which the place that I feel comfortable.