



BANANA crunch

by twins

SOCIAL MEDIA REPORT
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(ENT530)

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BANANA CRUNCH

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ACKNOWLEDGEMENT

All our pride and praise go to Creator Allah S.W.T and Prophet Muhammad S.A.W. Alhamdulillah and extremely thankful to Allah S.W.T. For his blessing on us, we accomplished our social media report ENT 530 successfully.

We are grateful to Allah SWT for giving us good health in order to accomplish this assignment. We cannot deny the dangers we incurred, as well as the numerous barriers and problems we encountered in order to complete this assignment. However, from our tolerance and responsibility with high effort and plus, advises, encouragement, and guidance in giving us the information from many parties, especially our lecturer Madam NoorAin Binti Mohd Nordin for providing us with the chance to complete this pairing project assignment, as well as for providing us with continuous excellent support and supervision throughout the semester. We present this assignment as successful and completed. Furthermore, we would like to express our heartfelt thanks to our family, who worked tirelessly to provide encouragement and support from the beginning to the finish of this assignment. Not to mention how grateful we are to our classmates for sharing their expertise with us during the semester.

Finally, I'd would like to thank everyone who participated to this assignment project as they showed their effectiveness until we were able to successfully complete the assignment. Hopefully, this report assignment will be useful as a reference to people who wish to understand how the business operates in a clear, proper, and successful establishment

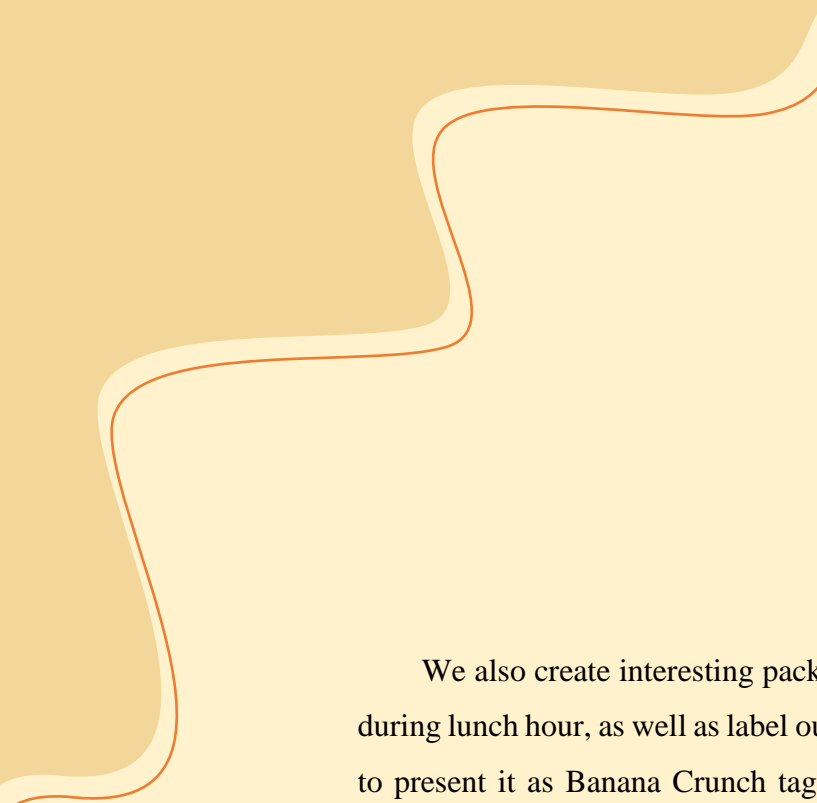
EXECUTIVE SUMMARY

Banana Crunch is a company that sells bananas rolled together in spring roll wrappers (Kulit Popiah) in a deep fry. The outer texture is crunchy and the inside is a soft warm banana. Banana Crunch products are 100% banana crunchy and bring natural taste, desirable visual and crunchy texture. The taste and sweetness of banana comes from 100% bananas, with no added flavour. Banana Crunch is usually served as a dessert that has the perfect topping and texture, sweet, crunchy and satisfying.

Banana Crunch's major goal is to provide customers with the greatest premium flavour of topping. The main objective of Banana Crunch is to serve customers with the best premium taste of topping. We also offer creativity and innovation of bananas into special ones without changing its cheap price. We sell a variety of interesting toppings such as Nestum, Cornflakes, Milo, Oreo, Nutella and White Chocolate. We also have a New Year special menu which is Biscoff, Creamy Salted Caramel, Strawberry, Tiramisu and Cheese.

Banana Crunch is the most affordable and delicious product that is made of a good quality. We sell a variety of toppings at an affordable price compared to the market price.

The Banana Crunch topping can give satisfaction to the customer because we have a variety of toppings that customers can choose to make it more attractive and delicious. We decided to use “Banana Crunch” for our product because we want to sell more in the future and make it easy for customers to remember our company name. Banana Crunch is a high demand snack among teenagers and adults because of the quality and our homemade caramel sauce that give a fantastic taste. One of our best seller toppings are Creamy salted caramel that have a unique combination taste that our customers enjoyed.



We also create interesting packaging for our customers to carry to the workplace during lunch hour, as well as label our design "Panas panas lagi sedap" for our products to present it as Banana Crunch tagline. Since the opening, flavoured Nutella, Milo, Creamy salted caramel and Cheese have received excellent comments from customers and inspired us to sell more. The growing demand for our items has resulted in significant sales income for our company. Banana Crunch has made the wise decision to keep this flavour. In addition, we market Banana Crunch mostly on Facebook since it is the most effective medium. It has a large number of users and is independent of demographic features. We used this medium to raise awareness of Banana Crunch and increase sales. We market Banana Crunch on the Banana Crunchiee Facebook page by conducting teaser posts, soft sells, and hard sells.

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