



UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA REPORT

ROCKETFLAVA BY NA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY AND PROGRAMME:

BA246 Degree in International Business

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EXECUTIVE SUMMARY

RocketFlava Sdn.Bhd was established on 30th December 2020, with their nature of business in the food and beverage industry. it is a family business, mainly run by 2 brothers - Muhammad Hazzique bin Muhammad Naim, the Chief Executive Officer and Muhammad Ariff bin Muhammad Naim, the Chief Marketing Officer.

RocketFlava Sdn Bhd is a Malaysian business that specializes in the development, distribution, and marketing of high-quality food and drinks that taste like fresh fruits in a small packaging. RocketFlava Sdn Bhd enables entrepreneurs from all walks of life to generate money, whether full-time or part-time. This opportunity allows an individual to improve their personal financial condition or the financial situation of their family.

In the year 2020, RocketFlava Sdn Bhd began selling Strawberry Shots at car boot sales. They've now expanded their product range to include cookies, and their network of agents has grown to over 1000 people in Malaysia.

I as an agent of RocketFlava Sdn.Bhd has create Facebook page to promote the business through social media because social media marketing is easier to spread the word about our products. By that we were also able to learn on how to post for business product through teaser post, hardsell and softsell.

TABLE OF CONTENT

TITLE	PAGE
ACKNOWLEDGEMENT	1
EXECUTIVE SUMMARY	2
GO-ECOMMERCE REGISTRATION <ul style="list-style-type: none">• SALES ON GO-ECOMMERCE	4
MYENT CERTIFICATE	5
INTRODUCTION OF BUSINESS <ul style="list-style-type: none">• NAME AND ADDRESS OF BUSINESS• MISSION AND VISION• ORGANIZATIONAL CHART• DESCRIPTION OF PRODUCTS• PRICE LIST	6 - 7
FACEBOOK (FB) <ul style="list-style-type: none">• CREATING FACEBOOK PAGE• CUSTOMING URL FACEBOOK PAGE• FACEBOOK POST - TEASER• FACEBOOK POST - COPYWRITING (HARD SELL)• FACEBOOK POST - COPYWRITING (SOFT SELL)• FREQUENCY OF POSTING	8 8 9 - 12 13 - 20 21 - 28 30 - 33
CONCLUSION	34

INTRODUCTION OF BUSINESS

RocketFlava Sdn Bhd is a firm that specialises in the production, distribution, and marketing of premium food and beverages that have the flavour of fresh fruits in a convenient form.

RocketFlava Sdn Bhd provides the possibility for entrepreneurs from all backgrounds to produce an income, whether full-time or part-time. This chance provides an individual with a conduit via which they can better their own financial status or the financial situation of their family.

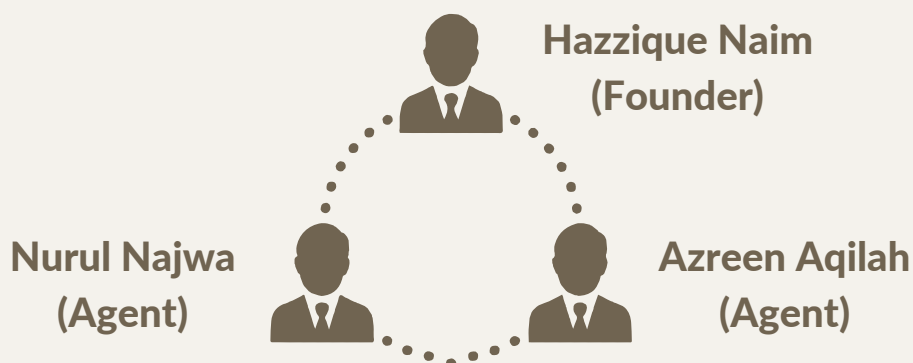
RocketFlava Sdn Bhd began in 2020 by selling Strawberry Shots through car boot sales. We have now expanded our product line to include cookies, as well as increased our agent base to over 1000 people across Malaysia.

VISION & MISSION

VISION: To create the brands and drink selections that people enjoy, in order to rejuvenate them both physically and mentally.

MISSION: To assist humanity in thriving by allowing all teams to collaborate without difficulty

ORGANIZATIONAL CHART



DESCRIPTION OF PRODUCT

There are four types of flavoured drinks which are:

1. Thai Tea

- 100% tea leaves powder, sweetened creamer, filtered water and permitted preservatives

2. Matcha

- matcha powder, sweetened creamer, filtered water and permitted preservatives

3. Strawberry

- fresh strawberries, sweetened creamer, filtered water and permitted preservatives

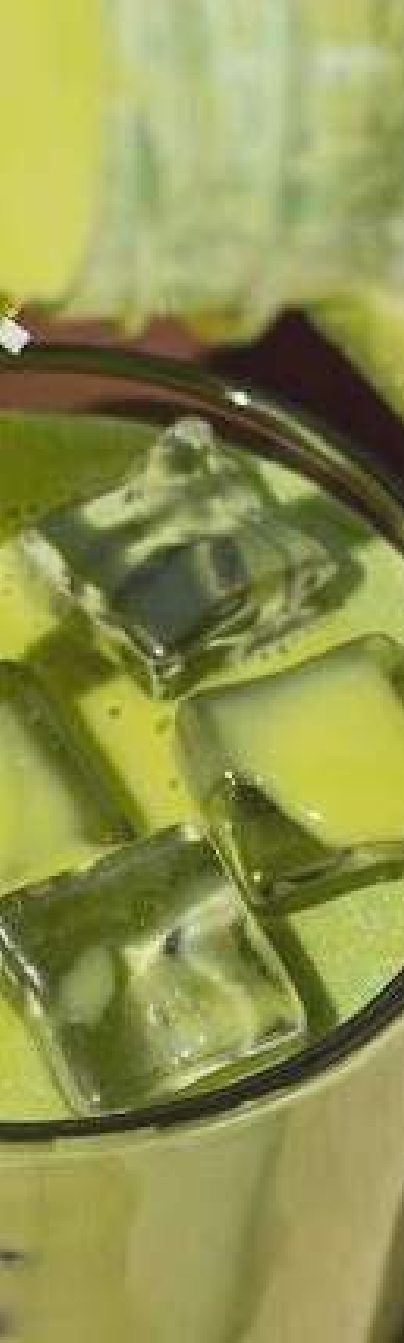
4. Chocolate

- cocoa powder, sweetened creamer, filtered water and permitted preservatives

All drinks are in a 500ml plastic bottle.

Cookies:

- Premium strawberry flavored cookies that rich with white chocolate, almonds and cereals.
- 45 pieces in a jar



PRICE LIST



Thai Tea	RM11
Matcha	RM11
Strawberry	RM11
Chocolate	RM11
Cookies	RM29

