



اوتيسوتى تىكنولوگى مارا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

KARI POOF

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Semester	: OCTOBER 2021
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Name of the Company	: KARI POOF

SUBMITTED TO:

MADAM ZAINAH BINTI JALIL

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EXECUTIVE SUMMARY

Kari Poof is a business that focuses on serving Malaysian's traditional dishes fresh from kitchen to customers' door. The business started in the end of December 2021 and managed by two excellent and knowledgeable students relating to Malaysian traditional cuisines. The idea of our business came from Ikea's curry puff. While the name of our business came from the name of curry puff itself and innovated it into Kari Poof. We have chosen to do this business to conserve time and energy for all of our customer. Nowadays, going to crowded places such as night market just to get a pack of curry puff seems tiring. Kari Poof is established to save the hassle with just a simple clicks on the screen to place an order.



This Facebook page will show us on how to deliver a new idea and improve the flow of doing business. It is also to assist us in obtaining knowledge on how to market the product through posting teaser, hard sell, and soft sell. In addition, the content of Facebook page covers all parts of marketing and educating the viewers. This report also includes all of the data from our Facebook page, Kari Poof on how we manage our business precisely.

This report will also address the value of information in the business of Kari Poof. We use each of the three marketing tools throughout the business.



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1.0 INTRODUCTION OF BUSINESS

No.	Content	Description
1.1	Name: Address:	Kari Poof <hr/> L-G-1 Idaman Puri, No 1. Jalan Setia, Seri Gombak, 68100 Batu Caves.
1.2	Organization chart:	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="text-align: center;">  <p>FOUNDER</p> <p>MUHAMMAD IRFAN BIN ABD MAJID</p> </div> <div style="text-align: center; margin-top: 20px;">  <p>CO-FOUNDER</p> <p>IVAN AMAR BIN NORAZMIN</p> </div> </div>
1.3.1	Mission:	To produce the best curry puff that suit our customers' desires. As a result, we give our customers, suppliers, distributors, and communities with sound and satisfying business possibilities and advantages.
1.3.2	Vision:	To expand our market responsibly and profitably while pursuing excellence within 5 – 10 upcoming year.

1.4 Description of Products

Products	Description
<p>Fried:</p>  <ul style="list-style-type: none"> • Karipap Kentang • Karipap Daging • Karipap Ayam • Karipap Sardin 	<ul style="list-style-type: none"> ✓ Ingredients – 100% original and fresh meat ✓ Homemade ✓ Certified Halal by Jakim ✓ Affordable Price ✓ Weight: 200 grams ✓ Tasteful <p>Notes: Cook within 15-20 minutes only to get perfect curry puff</p>
<p>Frozen:</p>  <ul style="list-style-type: none"> • Frozen Kentang • Frozen Daging • Frozen Ayam • Frozen Sardin 	<ul style="list-style-type: none"> ✓ Ingredients – 100% original and fresh meat ✓ Certified Halal by JAKIM ✓ Affordable Price ✓ Homemade ✓ Compact with fillings ✓ Weight: 700 grams ✓ Last up to 2 weeks <p>Notes: Keep refrigerated within (0) Celsius – (-20) Celsius to maintain its freshness</p>