



اَبُو سَيِّدِي تَكُونُ لِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

**FACULTY OF FILM, THEATRE AND ANIMATION (FiTA)
UNIVERSITI TEKNOLOGI MARA (UiTM)**

COURSE CODE / NAME:

ENT 530

LECTURER:

DR NURHUDA HJ NIZAR

TITLE OF ASSIGNMENT:

MEDIA REPORT

No FB link
Not According to the format
Submit very late, need to request
from PA.
No teaser
Did not discuss the product

x Go ecommerce

NAME:

MOHAMED RAFIE BIN MOHAMED SHAMSHUDIN

STUDENT ID:

201961261

PROGRAM / GROUP:

FF237

DATE OF SUBMISSION:

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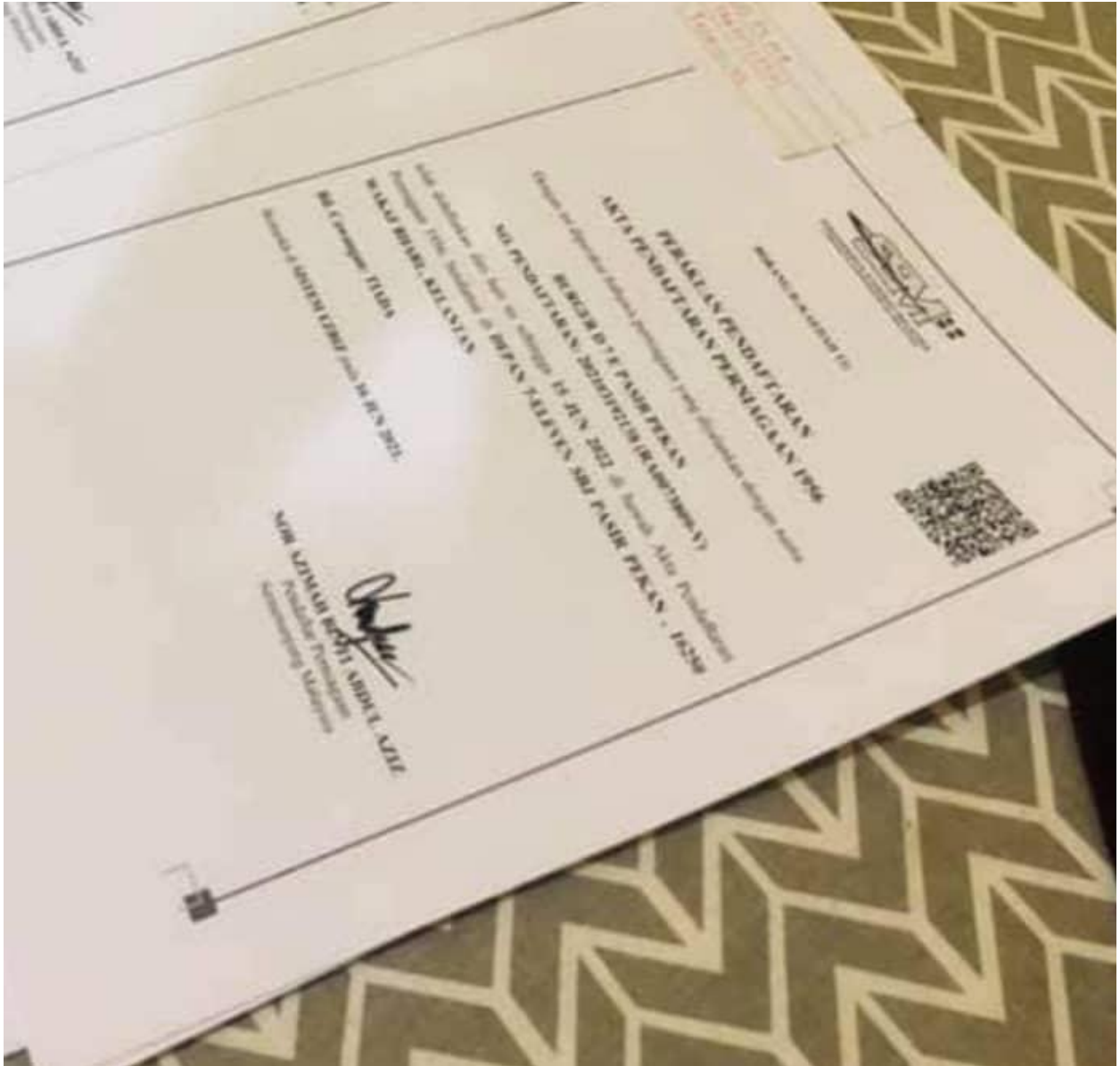


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1.0 BUSINESS REGISTRATION

Keropok by mohamed rafie bin mohamed shamshudin is legal business as we had registered our business under Suruhanjaya syarikat Malaysia(ssm)



2.0 INTRODUCITON OF BUSINEES

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2.1 Name and Address of Business

Keropok lekor Timur is a business name that has been determined based on our main products. The combination of these two words between the eastern lekor crackers indicates the producing state i.e. the east coast. Our business motto is “Taste the fish” which shows that our cracker making process is worth buying when you miss the taste. For our target market, keropok lekor is targeted for all groups and above with the age of 13-55 years because your kerepok is suitable for all individuals.



NAME OF BUSINESS	KEROPOK LEKOR TIMUR
BUSINESS ADDRESS	
TELEFON NUMBER	
FORM OF BUSINESS	SOLE PROPICTORSHIP

2.2 Organization Chart ✓

Keropok lekor Timur is a form of sole proprietorship business. This is because our business is just a start -up business and only runs a small business. As such, our organization chart consists of only one East Enterprise cracker owner and one staff member.



**GENERAL MANAGER
(MOHAMED RAFIE)**

2.3 Mission and Vision

We believe that every business has its own mission statement and vision to run the business according to the goals it needs to achieve. So we have made our mission and vision for our business so that we know what to achieve in the short and long term.

Mission

- To let customers know the taste of keropok lekor timur
- To provide excellent customer service to customers.
- To be the best stockist or wholesaler.
- To be the choice to customers or Serda Instant Noodles among customers

Vision




To make fast food by SERDArian brand known as the best fried eastern lekor crackers in Malaysia with Thai flavor,

2.4 Description of Products and Services

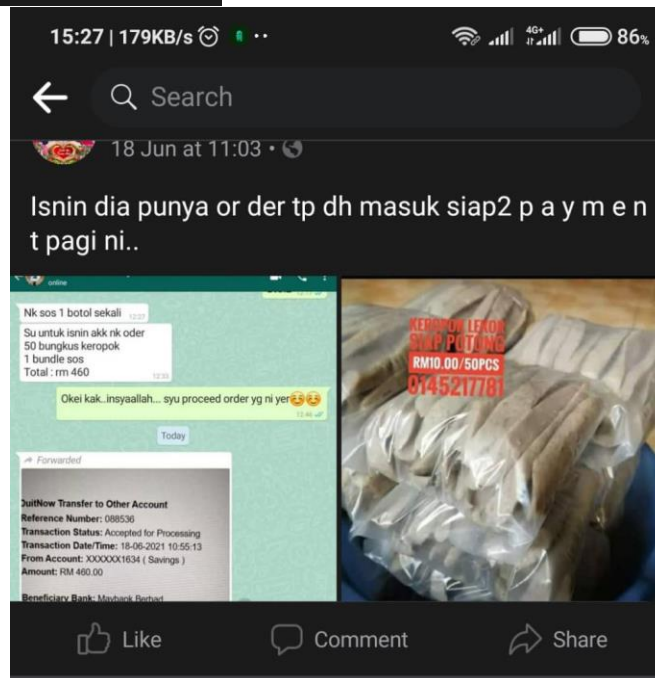
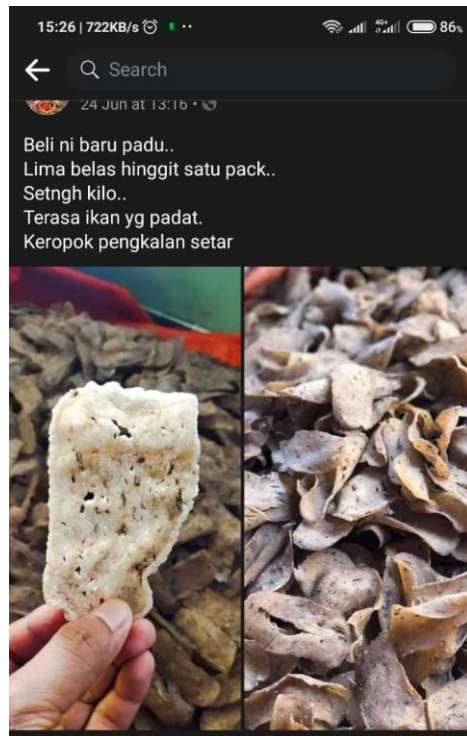
Keropok Lekor Timur Sdn. Bhd. Is a business that offers various types of crackers from the East to our customers at reasonable prices and quality fish taste. The reason we sell keropok lekor is because we believe that our products can be marketed in the community. Because we sell crackers. We have expanded our product range where we not only offer one type of cracker but we also offer another type of cracker for customers 'choice. We offer birthday gifts for customers. As for the service, kerepok lekor timur by rafi offers free delivery service for customers in the surrounding area. Not only that, our customers get a discount when buying keropok lekor more than 5 sticks by getting free for delivery. This is because we want customers to try the taste of other eastern lekor crackers without buying them and without worrying about their health because the target market of our business is for all classes.

2.5 PRICE LIST



PRODUCT:	Name and Price (Rm)
	Keropok Lekor RM 2 SATU BATANG
	Keropok Keping segera RM12 500 gram
	Keropok losong RM10 LIMA BATANG

3.0.FACEBOOK COPYWRITING-HARD SELL



3.1 FACEBOOK COPYRITTING-SOFT SELL ✓



3.3 CONCLUSION

In other words, Keropok lekor timur is a business that sells various types of keropok not only through face-to-face methods but also through online by making keropok lekor timur by Facebook page. We can conclude that by running our business through Facebook page, we are able to promote and market our products and services as well as realize our business brand that exists among Facebook users especially those close to our business area. Through a platform like this, we are also able to post the latest updates of our business activities or events, In addition, this not only benefits our business but also for ourselves, as we are able to follow and update with current business trends by not only using Facebook, but also other available platforms, where we can improve our knowledge and skills in the field of IT. Later, this will prevent us from becoming an outdated trader, but expand us by keeping abreast of current developments in our country. So, as a startup business using Facebook page, we were able to achieve some of our goals successfully and will continue to achieve all Maggi Serda Murah by SERDarian targets in the future by growing and running our business through other available social media as well improve our marketing strategy ,.



N

o FB link
Not According to the format
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from PA.
No teaser
Did not discuss the product