



اُنِيُوْا سِيَقِيْ تِيَكُوْا لَوِيْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

**FAKULTI FILEM, TEATER DAN ANIMASI (FITA)
UNIVERSITI TERKNOLOGI MARA (UITM)**

COURSE CODE / NAME:
ENT 530/PRINCIPLES OF ENTERPRENEURSHIP

LECTURER:
DR NURHUDA BINTI HAJI NIZAR



**SOCIAL MEDIA PORTFOLIO: MELLOW CRUNCH BY
NUNA**

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PROGRAM / GROUP:
FF237/ BACHELOR OF INDUSTRY CREATIVE
(HONS) PRODUCTION FILEM

ACKNOWLEDGEMENT

Primary, I would like to express my outmost gratitude to Allah S.W.T as I Managed to complete my social media portfolio report with successfully by his guidance and blessings.

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Finally, I would like to thank everyone who has been involved and contributed directly in my assignment project as they demonstrated their efforts and initiatives until I was able to successfully create a social media portfolio report.

EXECUTIVE SUMMARY



Mellow Crunch is a product that cooperates with Mafia marketing as managed. Mellow Crunch provides delicious and healthy snacks for all ages, Our business offers affordable prices to our valued customers. We also gave them a round shaped jar with Mellow Crunch brand stickers.

Our target audience is a group of people who love healthy snacks. We also target children, students, employees, families, and snack eaters. This product also helps customers get nutrition and healthy food by taking a combination of chocolate rice balls, cocoa malt powder, oil and chocolate. We also promise product satisfaction and taste for our customers.

After registering our business in e-Commerce (MDEC), our business started running in 2020. We are not targeting specific Regions by selling these products because customers can be from anywhere. In Malaysia, we provide many agents in each state. Our services are available on online business and social media platforms, especially on Facebook pages.

After that, use the Facebook Page as a platform to attract customers online, gain more awareness and benefits from our products and generate more sales at once. We promote Mellow Crunch by doing teaser posts, soft sales and hard sales as our sales record on Facebook to promote our service.



STORY ABOUT MELLOW CRUNCH



Once upon a time, 1390 million years ago, a baby dinosaur name Mellow was born. One day, a giant meteor hit the land and all of his family and friends vanished. Mellow is the one and only survivor left after the tragedy.

Days went by, he found out the impact from the blast was actually a chocolate crunch filled craters. A dangerously addictive chocolate crunch Mellow Crunch was born and he live happily ever after in a chocolatey goodness.

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BUSINESS REGISTRATION



Go-eCommerce
BETA

HOME

MY PROFILE

MY BUSINESS


MY LEARNING

MY NOTIFICATIONS 3

MORE

PERSONAL PROFILE

BUSINESS PROFILE



Nor Fatin Nabilah Binti
Suduki@Yahaya

Personal Information

Name	:	Nor Fatin Nabilah Binti Suduki@Yahaya	Phone/Mobile	:		<div>Edit</div>
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
City	:		Postcode	:		
State	:		Personal Instagram	:	Fatin_suduki	
Personal Facebook	:	Fatin Nabilah SudukiYahaya	Race	:	Malay	
Gender	:	Female	Special Need Required	:	No	
Marital Status	:	Single				

Institution Information

Add New

UiTM Puncak Perdana - NHN ENT530

Go-eCommerce
BETA

HOME

MY PROFILE

MY BUSINESS


MY LEARNING

MY NOTIFICATIONS 3

MORE

PERSONAL PROFILE

BUSINESS PROFILE



Nor Fatin Nabilah Binti
Suduki@Yahaya

Company Name

Company Registration No.

Type Of Business

Business Role

Facebook Page

Business Category/Business

Wechat for Business

Sub-Category

Marketplace

Business Instagram Page

Business Website

Business Related to

Type Of Website

Your Study Field

Experience in International Export

MellowCrunchbynuna

Enterprise

MellowCrunchbynuna

Dropshipper

Food & Beverages / Food & Beverages

Others

mellowcrunchbynuna

Yes

No

Edit

INTRODUCTION OF BUSINESS



NAME COMPANY

Mellow Crunch

Managed by:
Marketing Mafia

ADDRESS OF BUSINESS

Nor 2. Jalan PP 11/4,
Alam Perdana industrial Park
47130, Puchong, Selangor



NAME AND ADDRESS



Name Business :

**Nor Fatin Nabilah Binti Suduki
@Yahaya**

Business Address :

**No 51, Jalan Kampung Kota Kayang
01000, Kangar Perlis**

Corresponding Address :

Telephone Number :

Form of Business :

Sole Proprietorship

Main Activities :

Retail sale of food product

Date of Commencement :

-

Date of Registration :

-

Registration Number :

-

Name of Bank :

Bank Islam Malaysia

Bank Account Number :

09010020937711

ORGANIZATION CHART



MISSION & VISION



We believe that every business has their own mission and Vision statement in order to run their business according to their Goals which need to be achieved. Therefore, we have made Mission and vision for our business so that we know what to Achieve in short and long term goals.

MISSION

- To make customer known taste of the Mellow Crunch
- To become the best agent and product best in Malaysia
- To become first choice snack among customers
- To provide excellent customer service to customers.

VISION

- To make Mellow Crunch as a top snack in Malaysia and always release new brand under Mellow Crunch.

DESCRIPTION OF PRODUCT AND SERVICE



Mellow Crunch is a snack that cares about people's health. These snacks are made from chocolate balls, sugar, cocoa malt powder, oil and chocolate an excellent combination of sources of protein, carbohydrates, energy and are well packaged to give you a healthy choice in snacks. To enhance the taste, this snack is tasted with the pleasure of chocolate. Breathe your imagination and be a liar or taste the energy of Mellow Crunch snacks. The days of eating three big meals in a day and snacks are a trendy new meal for food lovers now snacks are no longer snacks for morning or lunch intake. It requires the adoption of a new transformation as the basic ingredient of food nowadays.

In addition, Mellow Crunch offers postal and COD delivery services at your home. We also provide good packages and stickers for each jar of Mellow Crunch. In addition, we also have a QR code scan sticker to win an iPhone 12 to lucky customers. Our customers will also receive snacks from our agents who order through Facebook Mellow Crunch. On Mellow Crunch's official Facebook, men released a wide variety of snack products by Mellow Crunch. All aged reminders can be taken lightly every time they sneeze. Family mealtimes, lunch, office are ideal for taking snacks.

PRICE LIST MELLOW CRUNCH

BEST SELLER !
ADDICTIVE !



RM13.90

BUY 2 GET FREE
LIMITED EDITION MELLOW PAPERBAG !



RM27.80

Postage..... RM 7.00
Cas on Delivery..... RM3.00

PRICE LIST MELLOW COOKIES

IT'S NEW & YUMMY
RECOMMENDED !



RM16.90

BUY 2 GET FREE
LIMITED EDITION MELLOW PAPERBAG !



RM33.80

Postage..... RM 7.00
Cas on Delivery..... RM3.00

FACEBOOK (FB)

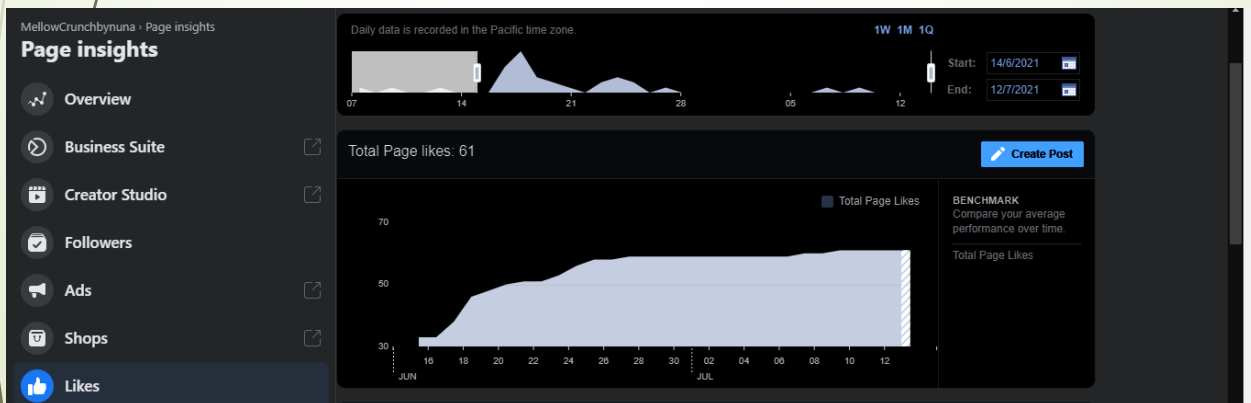
In starting our business, we must create a Facebook Page. The Mellow Crunch Facebook page will be created on 19 May 2021. The Facebook page is one place where you can publish your website and business name, address and contact information, and briefly describe your products and services. These actors can also be discussed in your ways, history, or aspects of your business that might interest others. Facebook users and interest in what we do in our business. By using the Facebook page I can do Mellow Crunch good while selling the product. Moreover, we are aware that or are now more and more using online social media where they can find and get information more easily. Therefore, creating a Facebook page is one of the good mediums to connect businesses with our customers through online. On the Mellow Crunch by Nuna Facebook page, we have made interesting uploads such as teasers and sales related to the product. ✓

FACEBOOK PAGE & URL

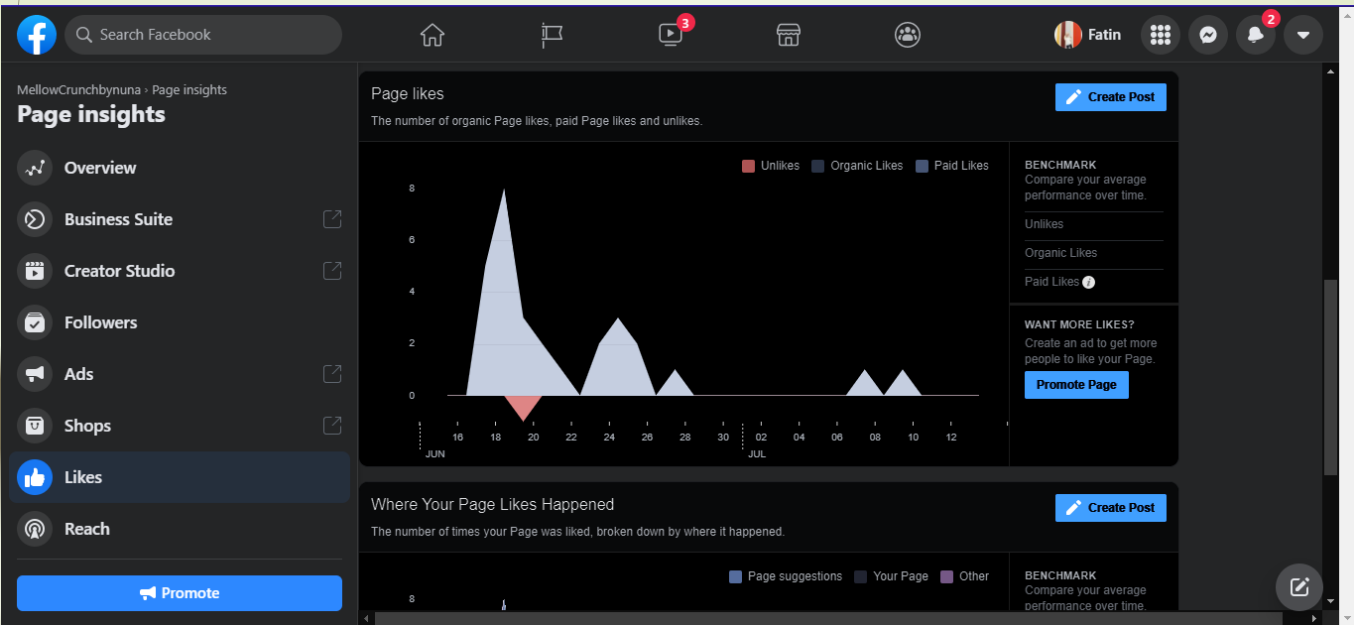
https://www.facebook.com/MellowCrunchbynuna/?ref=pages_you_manage



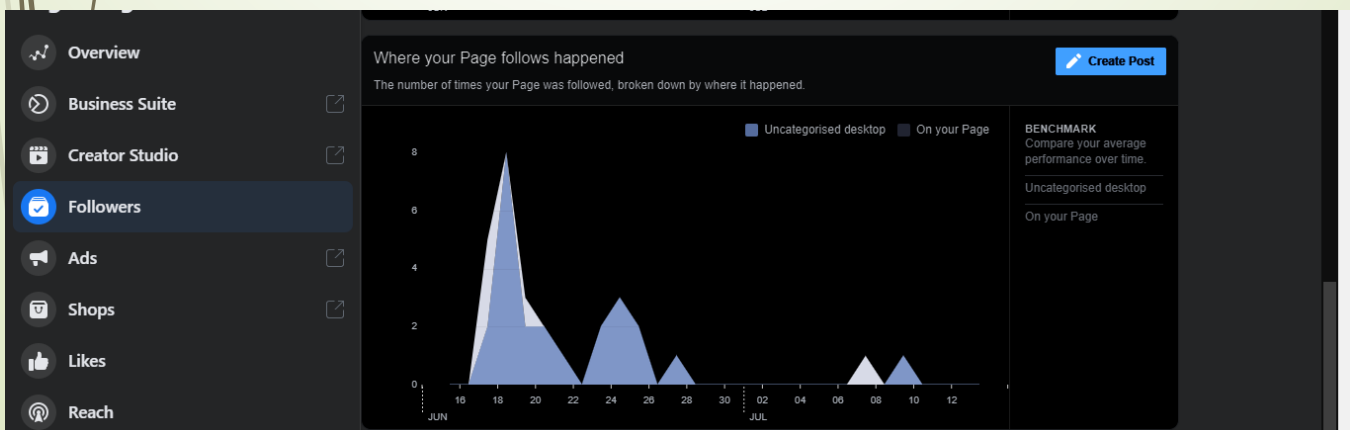
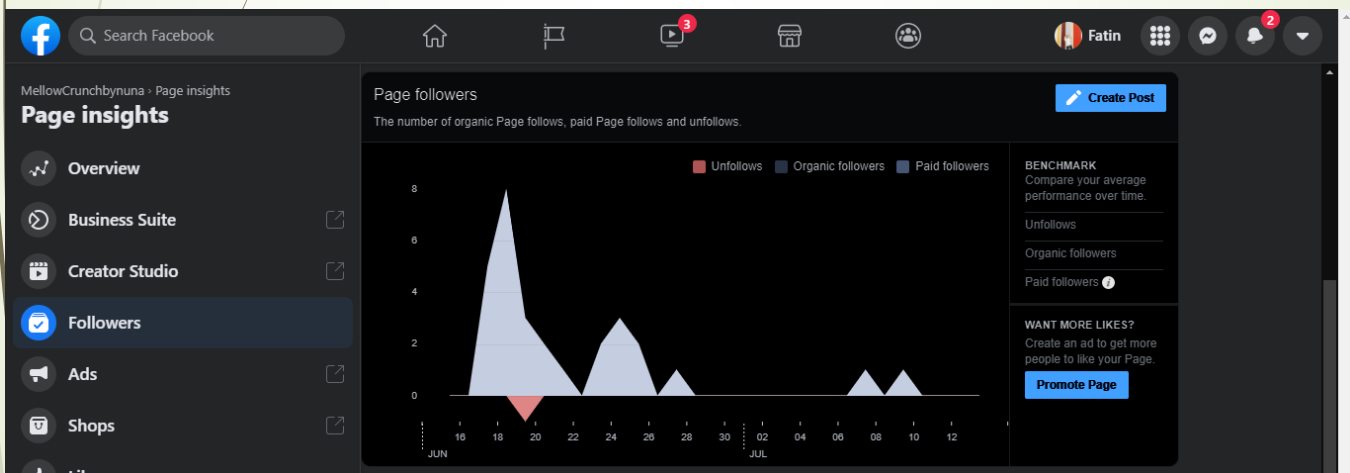
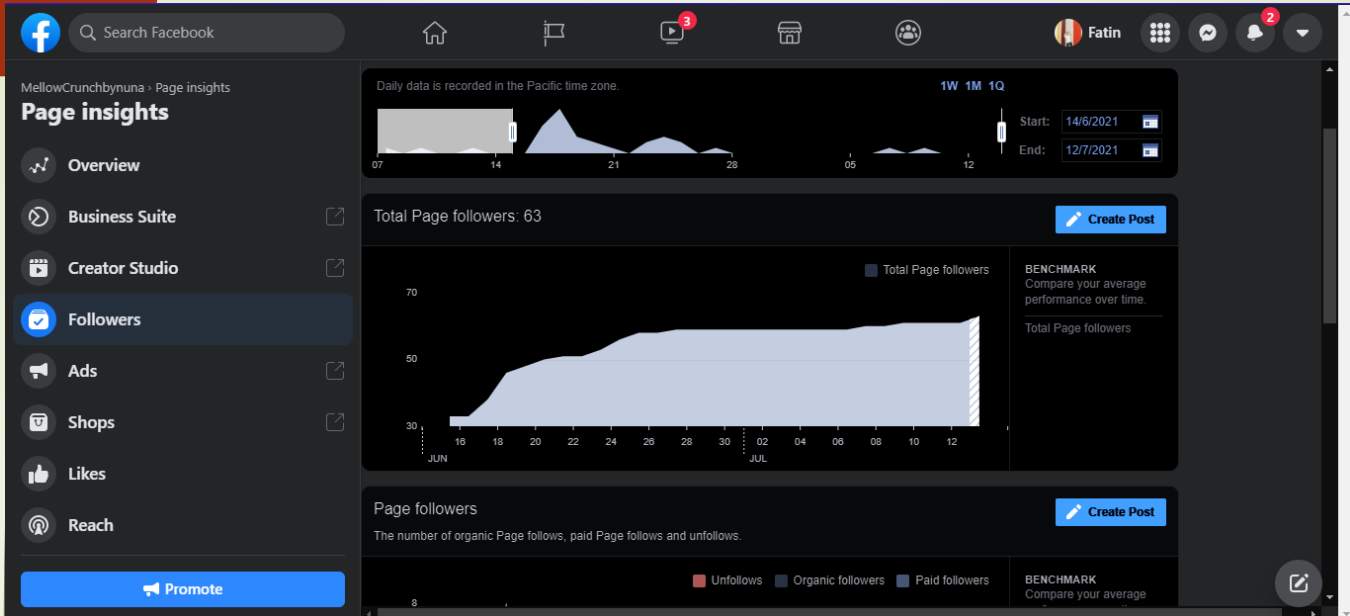
TOTAL PAGE LIKES



TOTAL PAGE LIKES



PAGE FACEBOOK (FOLLOWERS)



FACEBOOK POST (TEASER)

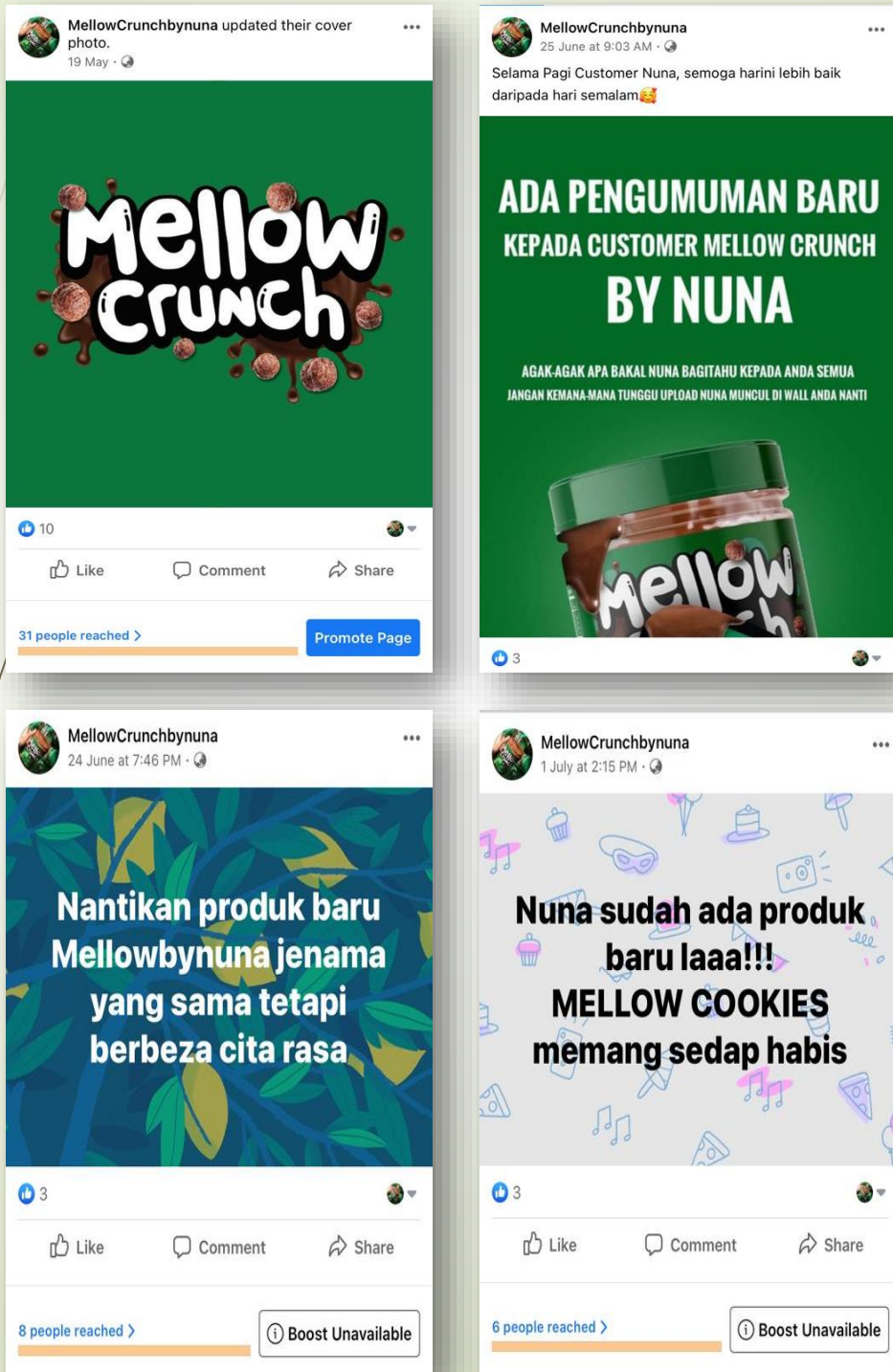


Figure 1: Mellow Crunch & Mellow Cookies posting

FACEBOOK POST (TEASER)

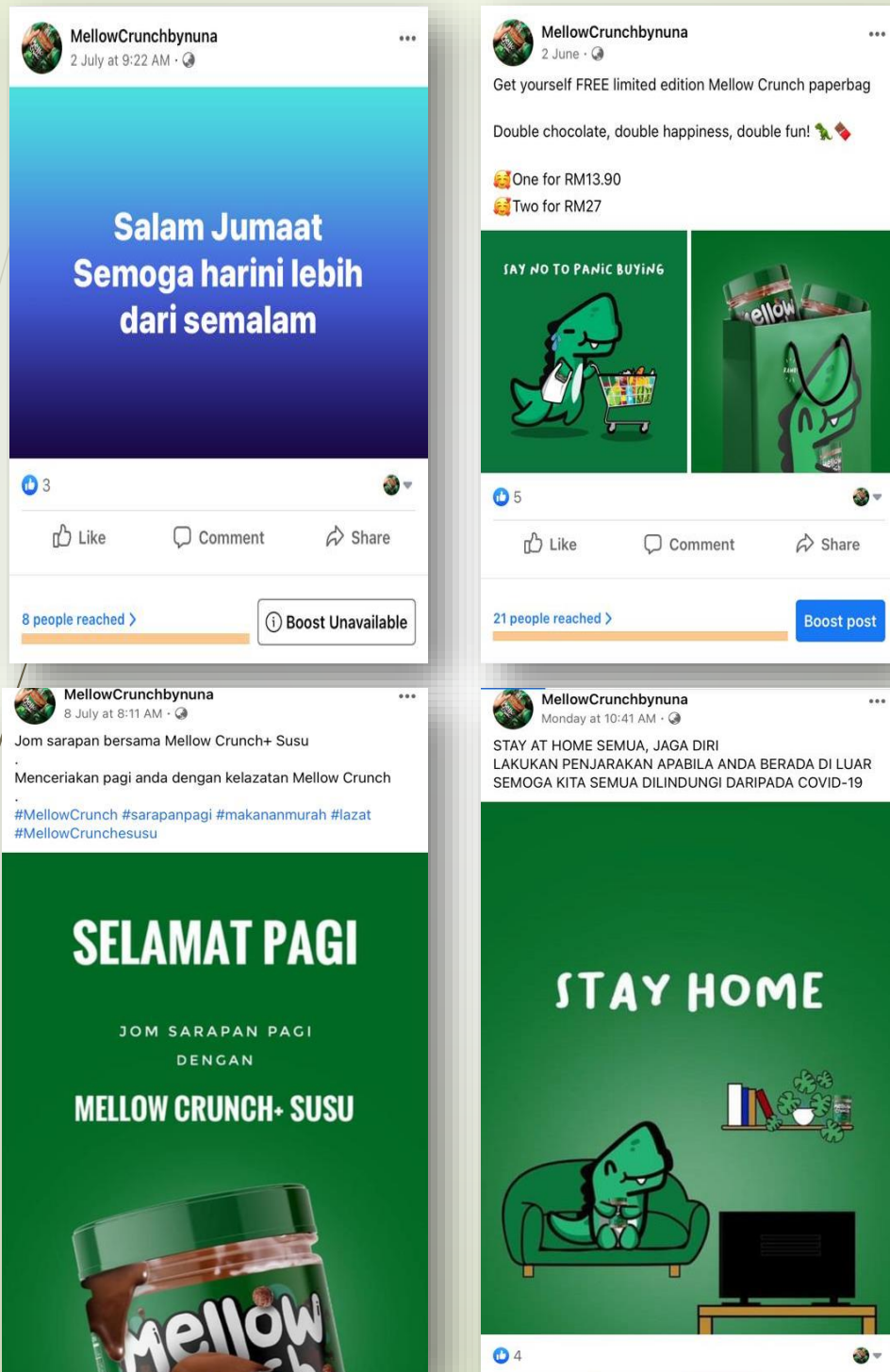


Figure 2: Mellow Crunch & Mellow Cookies posting

FACEBOOK POST (TEASER)



Figure 3: Mellow Crunch & Mellow Cookies posting

FACEBOOK POST (TEASER)

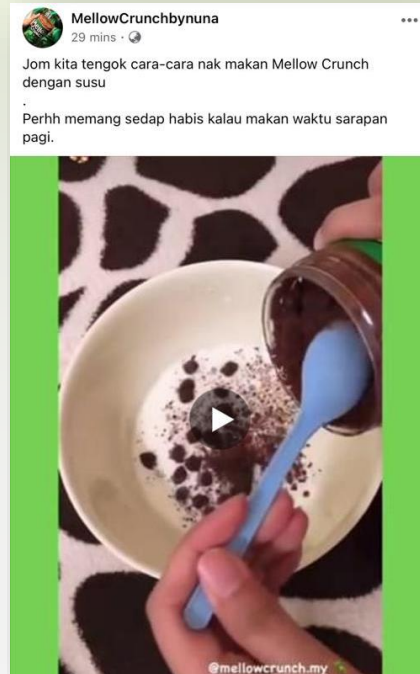


Figure 4: Mellow Crunch & Mellow Cookies posting

FACEBOOK POST (HARD SELL)

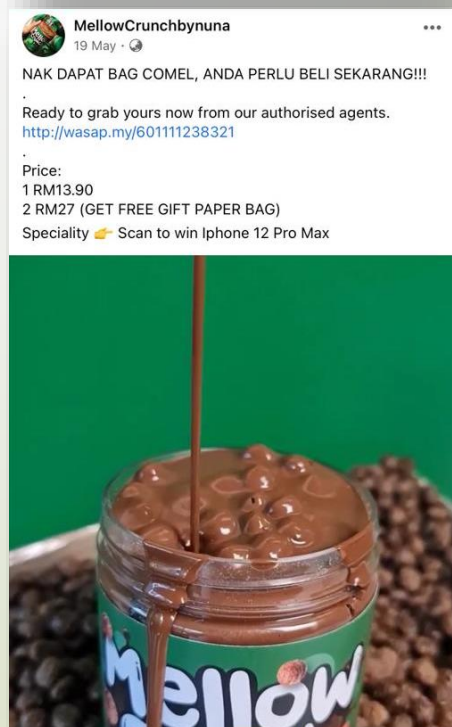


Figure 5: Mellow Crunch & Mellow Cookies
Hard sell posting

FACEBOOK POST (HARD SELL)

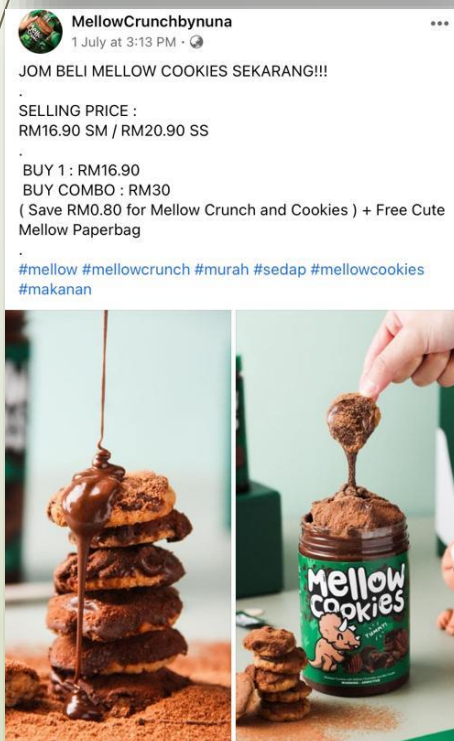
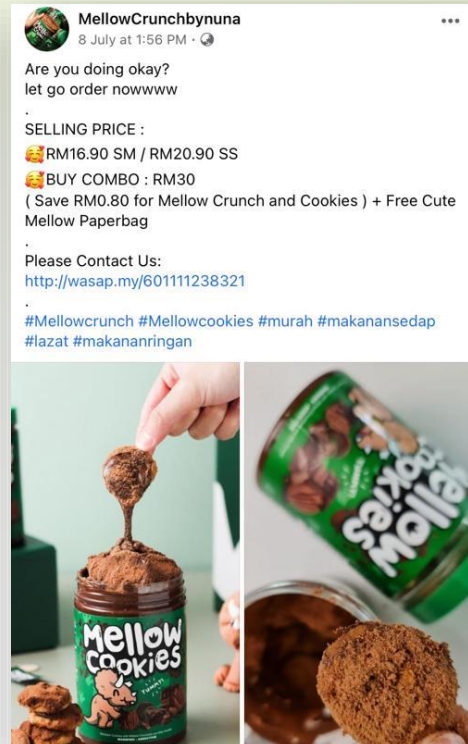


Figure 6: Mellow Crunch & Mellow Cookies
Hard sell posting

FACEBOOK POST (HARD SELL)

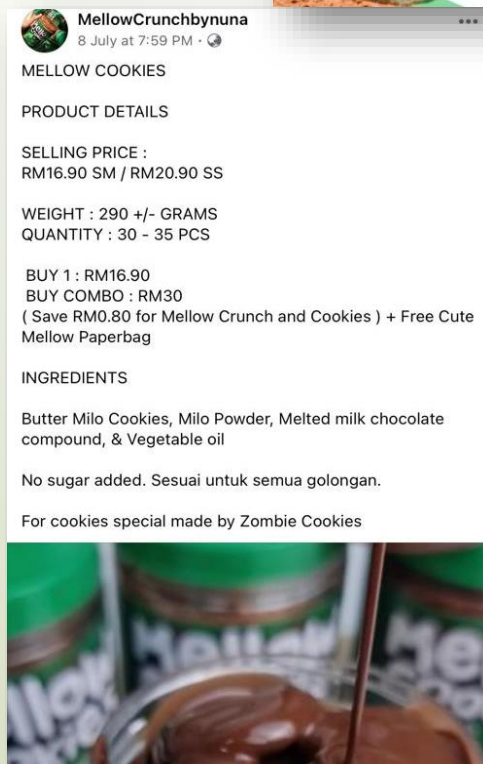
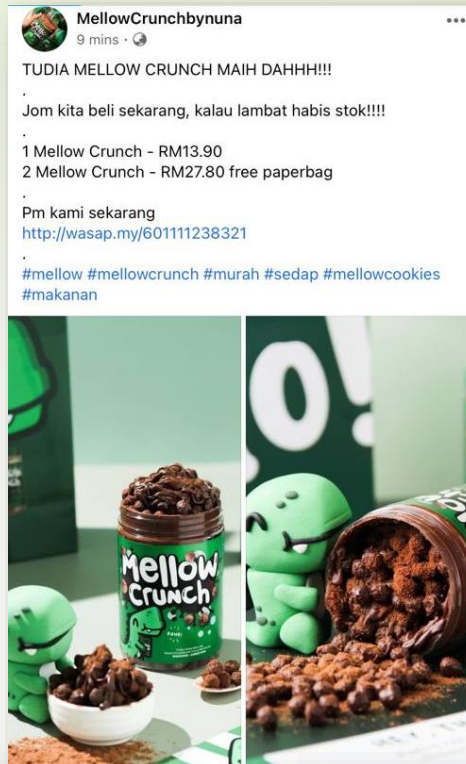


Figure 7: Mellow Crunch & Mellow Cookies
Hard sell posting

FACEBOOK POST (HARD SELL)

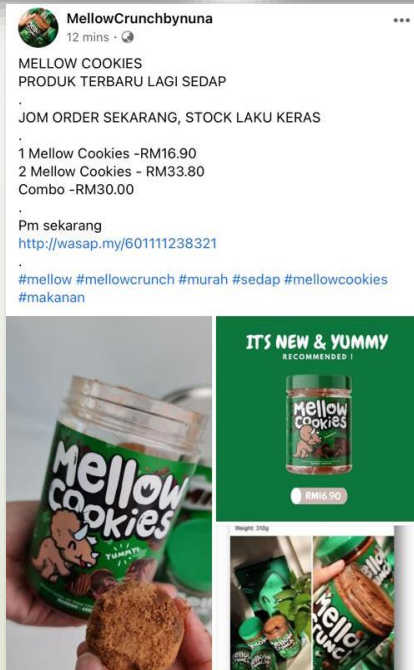


Figure 8: Mellow Crunch & Mellow Cookies
Hard sell posting

FACEBOOK POST (SOFT SELL)



Figure 9: Mellow Crunch & Mellow Cookies
Soft sell posting

FACEBOOK POST (SOFT SELL)

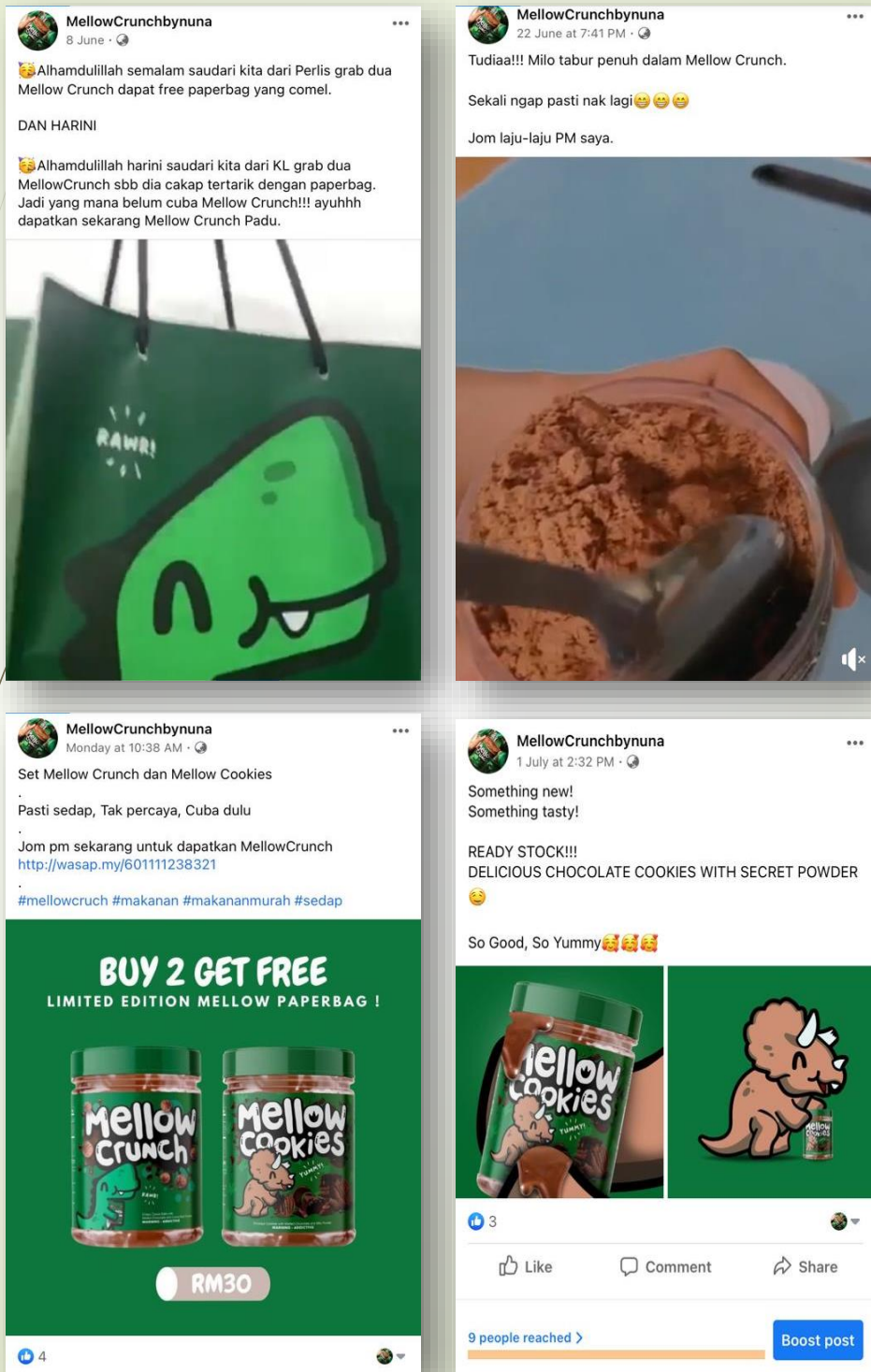


Figure 10: Mellow Crunch & Mellow Cookies
Soft sell posting

FACEBOOK POST (SOFT SELL)

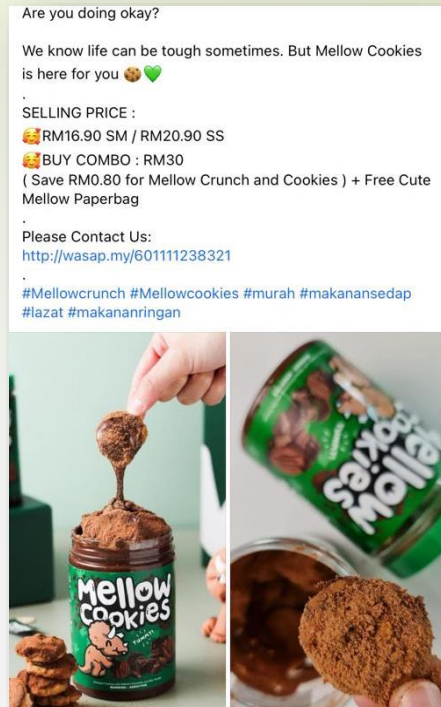


Figure 11: Mellow Crunch & Mellow Cookies
Soft sell posting

FACEBOOK POST (SOFT SELL)



Figure 12: Mellow Crunch & Mellow Cookies
Soft sell posting

GRAPHICS



Figure 13: Graphics

FREQUENCY OF POSTING

Mellow Crunch currently have 33 posts in total and still in ongoing for the new post. The total teaser, hard sell, soft sell posts in 19 May 2021 starting post. Teaser is 8 posts, hard sell 14 and soft sell is 14. The figure show Mellow Crunch page of publishing tools in function to view our latest and previous post as well as calculating the frequency of our posts. ✓

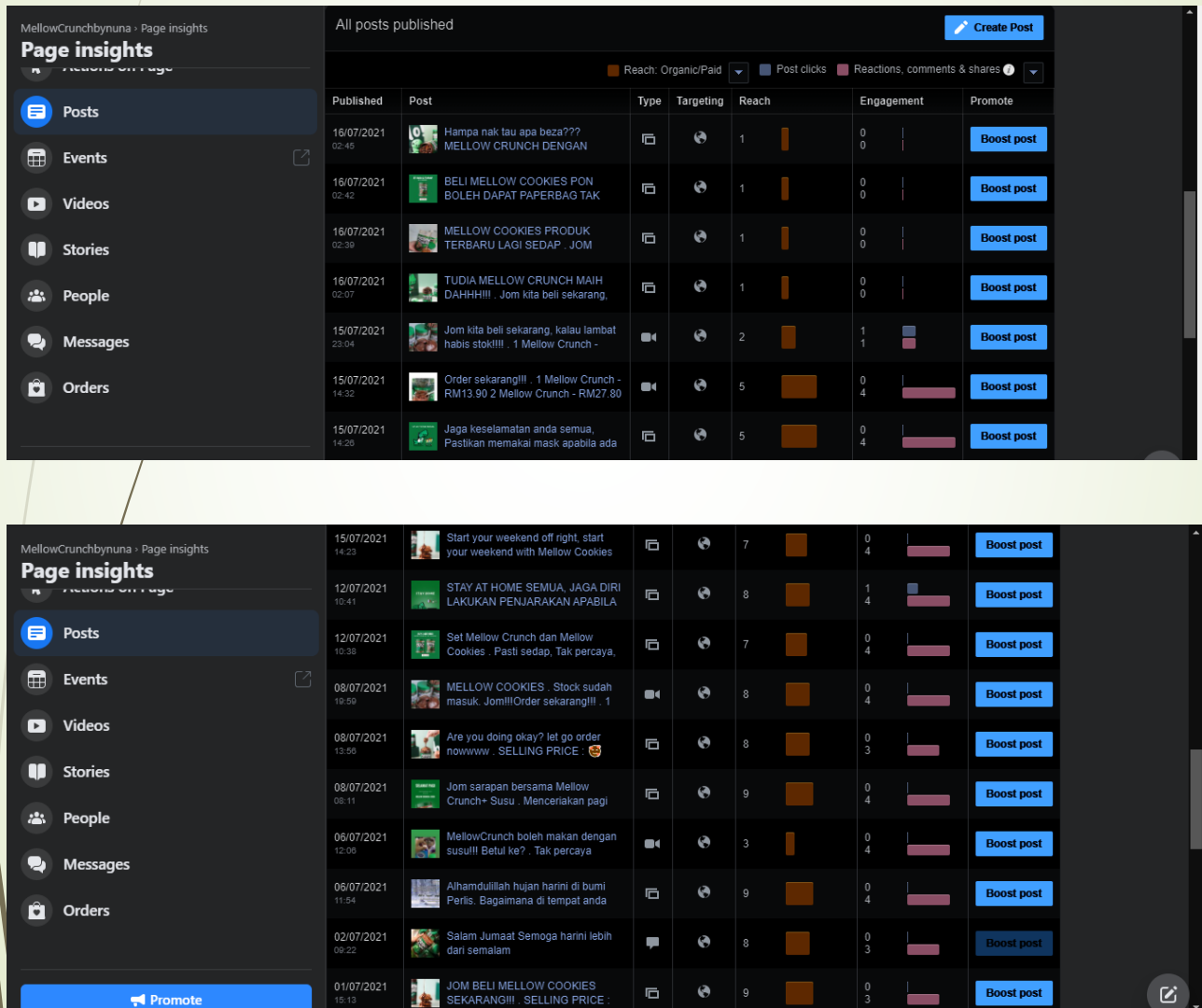


Figure 14: Page Insights

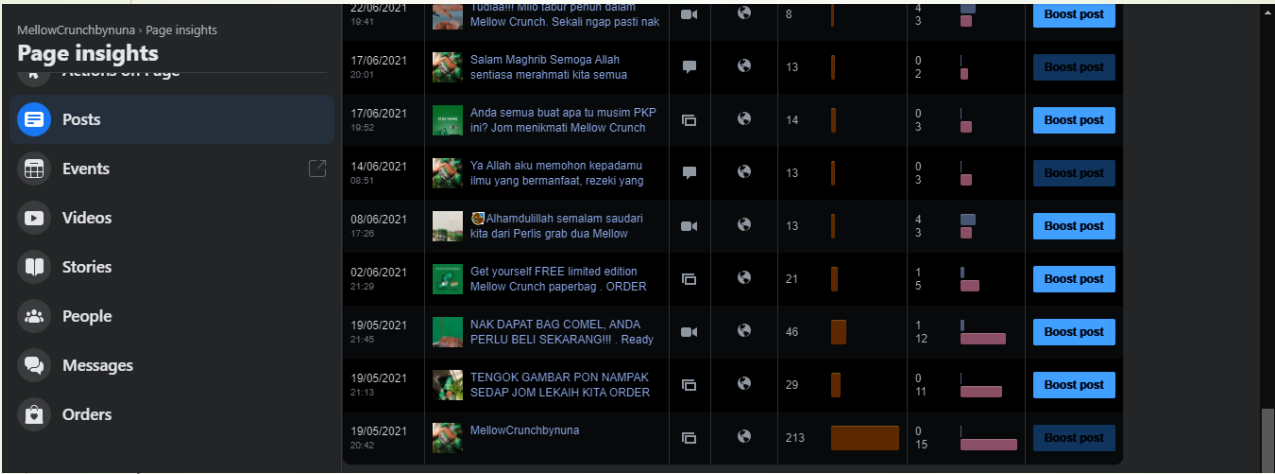


Figure 15: Page Insights

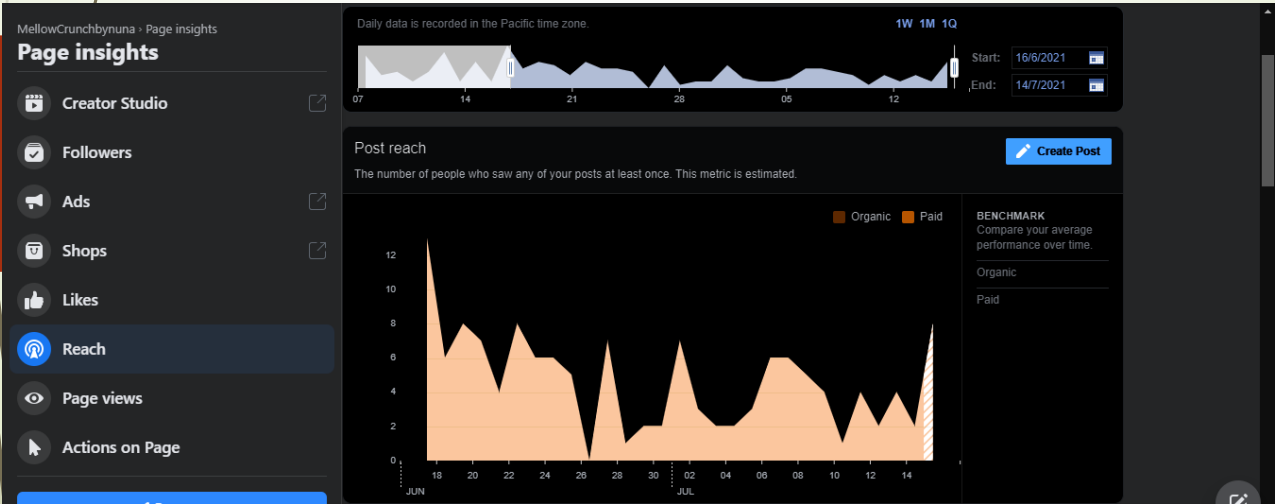


Figure 16: Post Reach

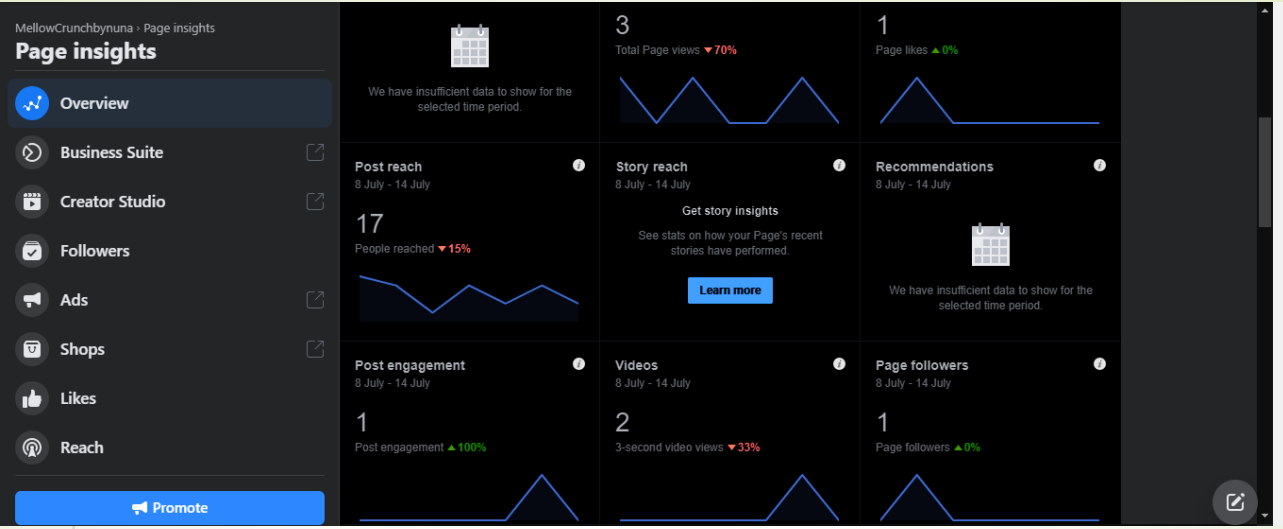
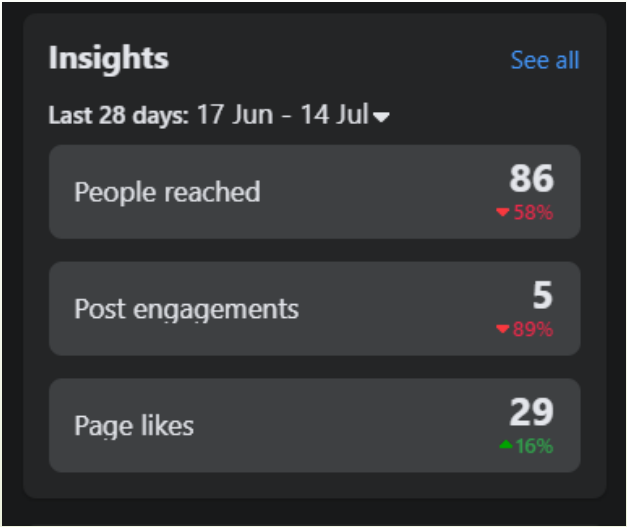


Figure 157: Overview page summary



CONCLUSION

In conclusion, Mellow Crunch is a business that sells a variety of original flavors of Crips Cocoa Balls with melted chocolate and cocoa malt powder. Mellow Crunch does business through online and social media like Facebook. In conclusion, running a business through Facebook is able to promote and market our products and services as well as create awareness of our business that is in the users of Facebook users Through the Facebook platform, we publish our various business activities.

In addition, using the Facebook platform can also benefit our business as well for ourselves, as we can select and update businesses according to trends. Facebook is an excellent business page for our customers, clients and prospects to comment, share opinions, provide feedback and so on. Therefore, as a business venture that uses Facebook can achieve some of our business objectives successfully and will continue to achieve all the targets of Mellow Crunch. It's by targeting the future by growing and running our business through other available social media. It can also improve our marketing strategy. ✓