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**FACULTY OF HOTEL AND TOURISM MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
(SELANGOR)**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO**



BUSINESS: KEROPOK PEDAS CRUNCHY

PREPARED BY:

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GROUP:

HM240 4B

DATE OF SUBMISSION:

JUNE 2021

PREPARED FOR:

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ACKNOWLEDGEMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the individual project assignment. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work. The completion of this assignment gives me much pleasure.

I would like to show my gratitude and express my special thanks to my lecturer, Dr Zawani Mamat@Ibrahim as well as UITM what gave me the golden opportunity to do this wonderful project on the subject of principle of Entrepreneurship for this semester. In this subject I learn many things about the business after I end my studies.

Other than that, I am also so thankful to my fellow classmates whose challenges and productive critics and also thank you for listening, offering me advice, and supporting me through this entire process of this project.

Nobody has been more important to me in the pursuit of this project than the members of my family. I would like to thank my parents; whose love and guidance are with me in whatever I pursue. They are the ultimate role models and to my family, thank you for encouraging me in all of my pursuits and inspiring me to follow my dreams. I am especially grateful to my parents, who supported me emotionally and financially. I always knew that you believed in me and wanted the best for me.

Thank you once again for encouragement which help me in completion of this project. May the Almighty God richly bless all of you.

EXECUTIVE SUMMARY

This is basically a business report for a small business where my business name is Keropok Pedas Crunchy. This business open when I take subject of Principle of Entrepreneurship(ENT530) for this semester. In this subject, I must open my own business using Facebook page for the first starting business and this business have registration from Suruhanjaya Syarikat Malaysia (SSM). Registered location of my business at Kampung Air Merah, Batu Gajah 17410, Tanah Merah, Kelantan.

There are a lot of knowledge that I learned and absorbed at the times given. According to my field of study, I was assigned to the media social assignment as a medium to me to gain knowledge in entrepreneur industry. This is because the subject that, I learn are very competitive and expose me to be good in selling items, innovate new items and sharpen my communication skills in order to improve myself. I learn a lot when Dr Zawani teach me this subject. She gave me an expose to this industry which I think I have found myself good at this field. Day by day, I started to improve myself thanks Dr Zawani. After four month I have learn there, I have totally improved myself from nothing to something.

For start-up business typically one of the main goals of the business is to expend this business to another stage and lastly to introduce to the world. This business maybe does not have if not because of the subject I learn in this semester which is Principle of Entrepreneurship (ENT530). I hope this report will help for the person who want start their business just using Facebook and also help to continue my business even though I did not learn again this subject.

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1.0 BUSINESS REGISTRATION

(E-Commerce registration)



Image 1: E-Certificate E-commerce

PERSONAL PROFILE

BUSINESS PROFILE



MUHAMMAD AMIRUL
IZHAM BIN MOHD
NAWAWI

Personal Information

| | | | | | |
|-----------------------|---|--------------------|---|-------|----------------------|
| Name | : MUHAMMAD AMIRUL IZHAM BIN MOHD NAWAWI | Phone/Mobile | : | | Edit |
| | | Home Address | : | | |
| New Identity Card No. | : | District | : | | |
| Email Address | : | Postcode | : | | |
| City | : | Personal Instagram | : | | |
| State | : | Race | : | Malay | |
| Personal Facebook | : | Special Need | : | No | |
| Gender | : | Required | : | | |
| Marital Status | : | | : | | |

Image 2: Personal Profile

| | | | | | |
|------------------------------------|--|-------------------------------------|---|--------------------------------|---|
| Type of Institution | : IHL | Institution List | : | Universiti Teknologi MARA | Edit Delete |
| State of Institution | : Selangor | Name of Institution | : | UiTM Puncak Alam | |
| Address of Institution | : Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, . | City | : | Puncak Alam | |
| District of Institution | : Kuala Selangor | Postcode | : | 42300 | |
| Level of Study | : Bachelor Degree | Study Status | : | Full time | |
| Course Name | : NZI ENT530 | Class Name | : | NZI ENT 530 | |
| Subject Name | : PRINCIPLE OF ENTREPREURSHI P | Year Enrolling the subject | : | 2021 | |
| Month Enrolling the Subject | : 2 | Lecturer Name | : | NOR ZAWANI BT MAMAT@IBRAHIM | |
| Internship Enrollment | : Yes | Year Of Internship Enrollment | : | 2021 | |
| Month of Internship Enrollment | : November | Period of Internship Training | : | 3 Months | |
| Expected Year To Complete Study | : 2021 | Expected Month To Complete Study | : | 4 | |
| Related To Study Field | : Yes | | : | | |

Image 3: Institution Information

2.0 INTRODUCTIONN OF BUSINESS

2.1 Name and address of business

This business is a sole trader which is someone who owns an unincorporated by themselves. This business is held by Syamimie Empire Sdn Bhd, whose name is Keropak Pedas Crunchy, and in order to accomplish the work of this topic, I have become the agent for this product . A category of this product is under food and beverage. The registered location of my product is at Kampung Air Merah, Batu Gajah 17510, Tanah Merah, Kelantan.

2.2 Mission and Vision

Mission – creating Keropak Pedas Crunchy that have a variety of flavors, have a taste of the rest and display new brand that has its own unique.

Vision – ensuring that this Keropak is known to many, and is capable of being a favorite of the public.

2.3 Description of product or services



Image 4: Keropak Pedas Crunchy Product

Keropak Pedas Crunchy is homemade product which is enriched with variety flavour which is spicy flavour and original flavour. It is very suitable for both young and old person. This product is very different from other product because it has two flavors and is perfectly taste. Besides that, I doing a free cash on delivery services for

customers to ease their buying. I also do post for all place with RM8 extra charge for Malaysia and RM10 extra charge for Sabah and Sarawak.

2.4 Price list

The price of Keropok Pedas Crunchy is RM 15.00 for spicy flavour and RM 13.00 for original flavours but we also give a free sauce. Keropok Pedas Crunchy also provide service which is cash on delivery (COD) and postage service who are cannot get the snack by their own hand. However, the cash on delivery (COD) will free on nearby areas and will be charge with a small amount according location of the customers.

| PRICE | POSTAGE CHARGE |
|-------------------|---|
| Malaysia | RM 8.00 |
| Sabah and Sarawak | RM 10.00 |
| Others | Extra charge will be added on accordingly to the location and transportation upon delivery. |

3.0 Facebook (FB)

3.1 Creating Facebook (FB) & Customing URL Facebook (FB)

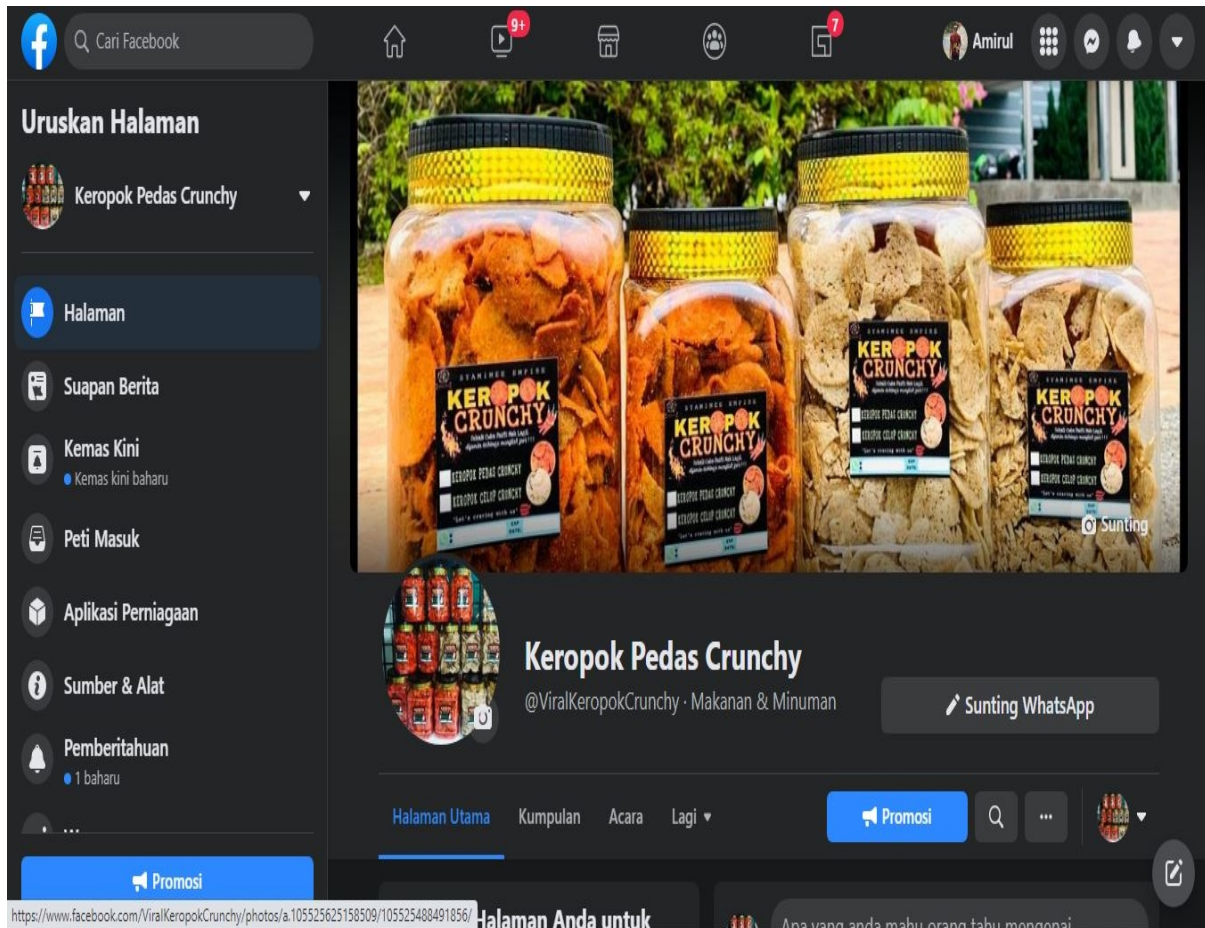


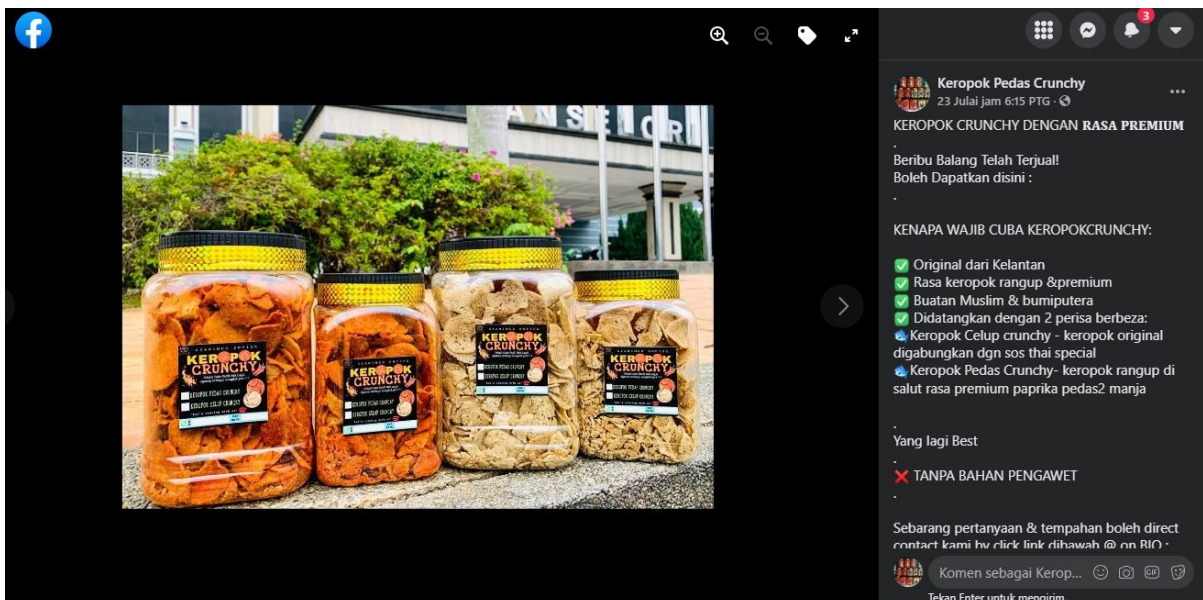
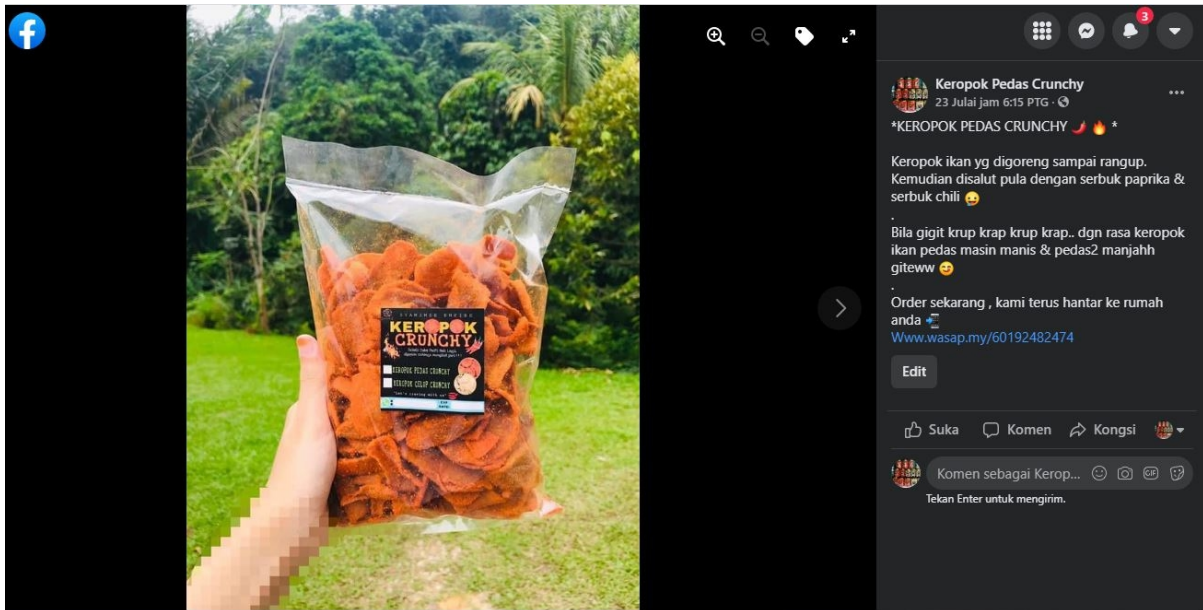
Image 5: Facebook Profile

Keropok Pedas Crunchy was established on May 2, 2021, and the company began operations prior to the creation of this Facebook page to ease the customers to find my product, so other than that customers may direct message to my page that had been created to purchase this product. Customers may always find my page search my page name which is **Keropok Pedas Crunchy** into the search box column. Furthermore, Keropok Pedas Crunchy has already customised the URL FB page, so customers may reach and buy my product at my page through this link:

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

3.2 Facebook post – tease

A teaser post is used by a business to provide a preview and information about the product. Keropok Pedas Crunchy had give teaser and postings on Facebook in this business to ease the customers to find information on the that has been sale. So it can attract the target audience of customers.. These are some teaser posts made by that has been post on the facebook pages.



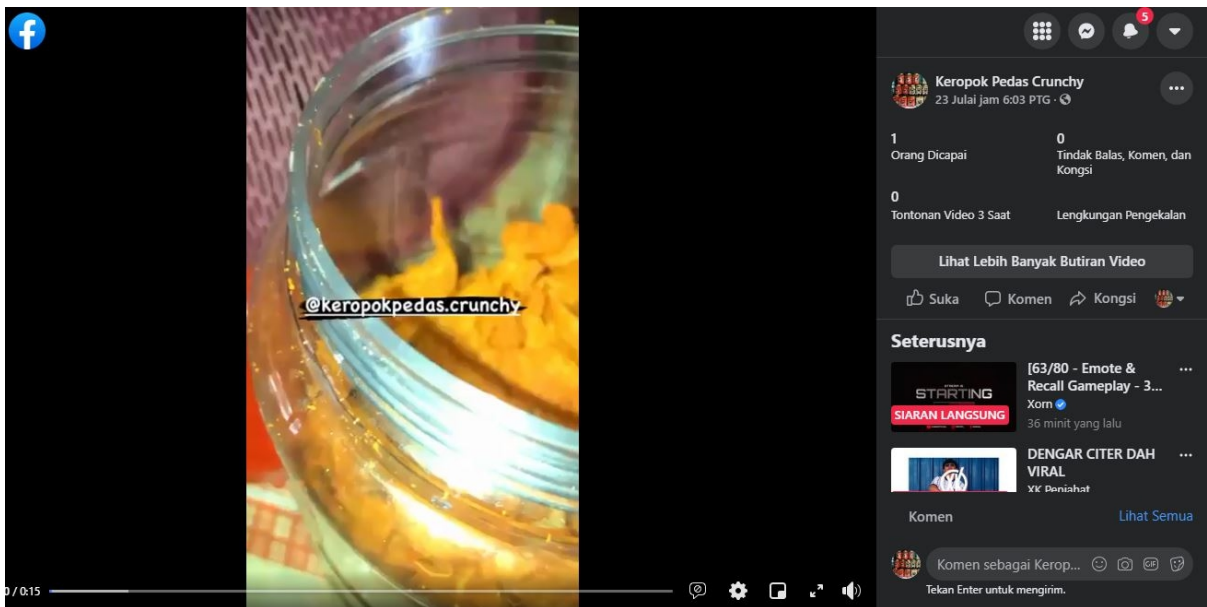


Image 6: Facebook Posting

3.3 Facebook post (hard sell)

A hard sell post is a type of advertising that includes a direct message. A hard sell post will influence customers to notice our product and entice people to buy the goods right now. In pages Keropok Pedas Crunchy, I have established hard sell to make a few articles that feature product and the selling price of the product as well as the flavour of the product.



Image 7: Hard Sell Postings



Image 8: Hard Sell Postings

3.4 Facebook post (soft sell)

A soft sell post is an advertising strategy that can promote a product as a message to attract customers to try the product posted on the Facebook page. It can also be categorized as a non-aggressive sales attraction to attract customers. This is said to be so because the marketing strategy used will attract consumer awareness of the product being sold. Other than that, Keropok Pedas Crunchy had postings a few soft sell advertisements to attract the customers on the Facebook Keropok Lekor Crunchy pages.

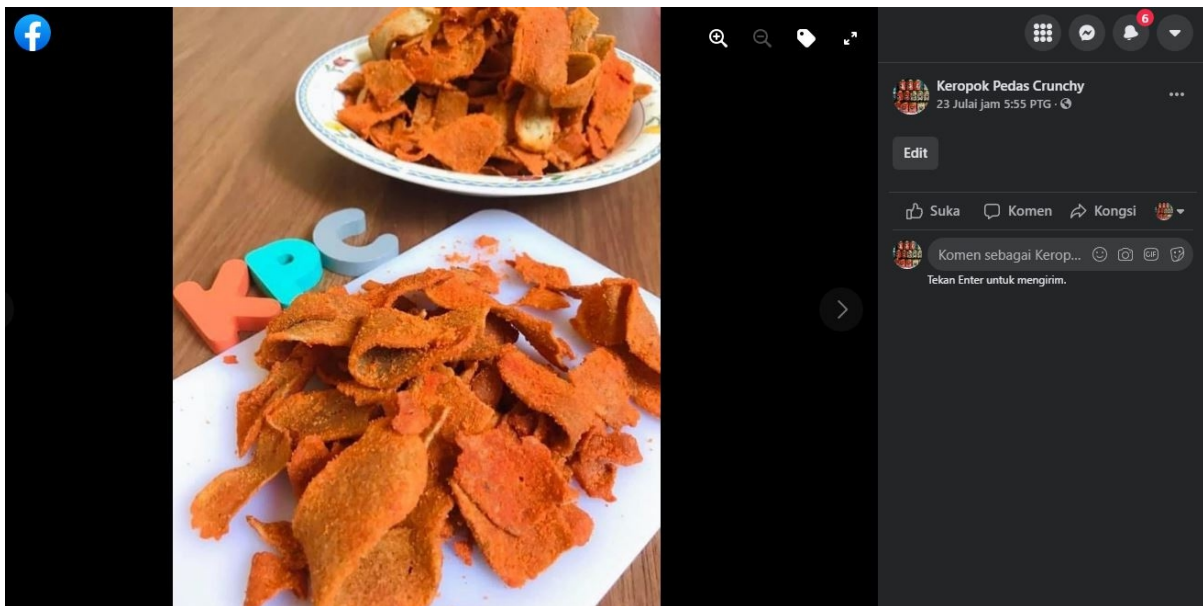


Image 9: Soft Sell Postings



Image 10: Soft Sell Postings

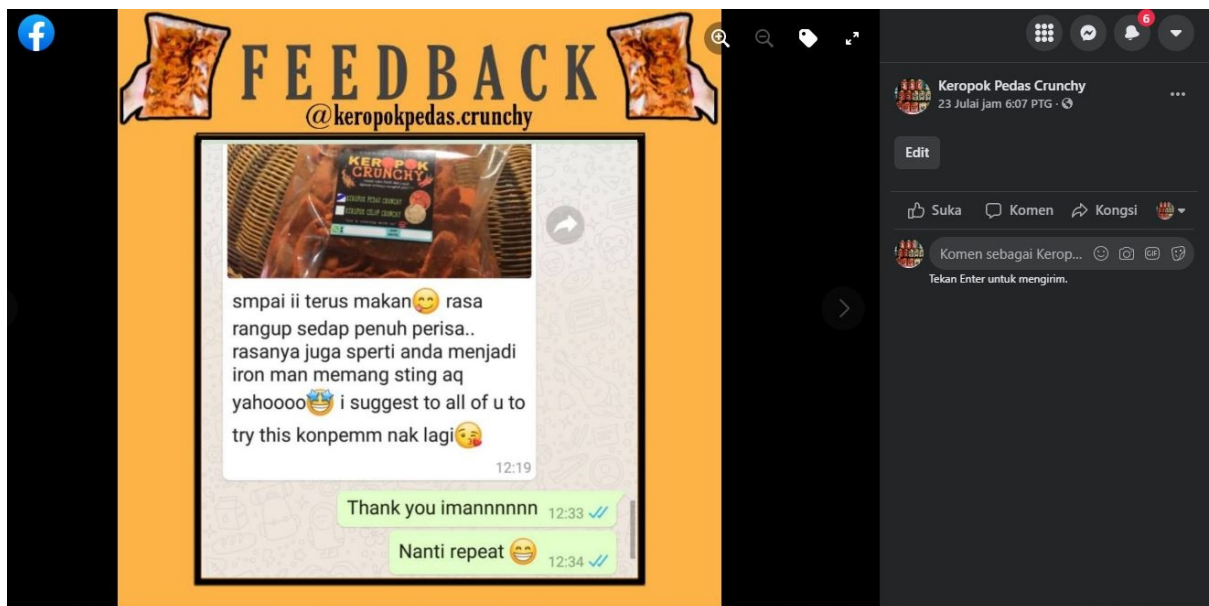


Image 11: Soft Sell Postings

4.0 CONCLUSION

For the conclusion, I am very thankful that I can finish doing this social media portfolio on time. These social media portfolio has giving me an opportunity and encourage me to continue to strengthen up my business and try to improve more skills or knowledge about business. Next, what I get from this social media portfolio is I can improve my social media networking and also have to improve in marketing strategy to reach the target audience customers in order to get my product to being recognize by the customers. For example, I have to lot more posting on social media and has to do an attractive way to advertise my product. Other than that, what I learn from this project is when we have started doing something especially online business, we have to be committed and ready to make a sacrifice and facing loss before we get the target sales and everything you want. It is not easy to create an online business, not to mention running a business but with a determination and courage, we surely can do it.

5.0 APPENDICES



FEEDBACK
@keropokpedas.crunchy

Sedap 15:39

15:39

Keropok Pedas Crunchy
23 Julai jam 6:07 PTG · 🌐

Edit

👍 Suka 💬 Komen ➦ Kongsi 🍷

Komen sebagai Kerop... 📷 📧 📧

Tekan Enter untuk mengirim.

FEEDBACK
@keropokpedas.crunchy

Today

Wey sedap gila mkn kpc ngan mee goreng 😂😂 srs wey 😂 12:20

Keropok Pedas Crunchy
23 Julai jam 6:07 PTG · 🌐

Edit

👍 Suka 💬 Komen ➦ Kongsi 🍷

Komen sebagai Kerop... 📷 📧 📧

Tekan Enter untuk mengirim.

