



اَوْبُوْ سَيِّدِيْ تِكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



CASE STUDY : COMPANY ANALYSIS

AI.STORE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME:

FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS
ADMINISTRATION (HONS.) TRANSPORT

SEMESTER:

SEMESTER 3 (2021/2022)

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PREPARED FOR:

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SUBMISSION DATE:

30 JANUARY 2022

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, The Most Gracious, The Most Merciful

Praise be to Allah, Lord of the universe, who gives the blessing and strength to complete this project paper for our assignment. Peace and prayers be upon His Final Prophet and messenger Muhammad, the ideal role model for human beings.

We would like to take this opportunity to thank our lecturer, Miss Nur Najjah binti Abd Rahim, for her support and advice in completing this assignment. We very appreciate what she has done to explain about this assignment. May Allah reward her for all her efforts. These assignments tested our abilities mentally and physically. We would like to extend our deepest gratitude and special thanks to all who have directly and indirectly guided us in completing these assignments.

We are really grateful because we managed to complete this assignment within the time given by Miss Nur Najjah binti Abd Rahim.

EXECUTIVE SUMMARY

“Expect The Best” is a tagline for AI Store. The main objective to achieve for the business is to offer a variety of NZ Crunchies to our customer with affordable price and luxurious taste. Our business was started on 28 November 2021. According to the customer review, our product gave a fantastic taste because the flavoring is rich and precise, making our customer remember the taste. This product is also liked by many due to the cheap and affordable price. Hence, this product provides a good insight for the continuation of sales to our customers. Since its opening, NZ Crunchies by AI Store has sold more than 50 bottles with combined flavors. It has proven that NZ Crunchies by AI Store is a good choice with a good quality product that will thrive here and around Malaysia.

TABLE OF CONTENT

No.	Item	Page
1	Go-Ecommerce registration	4
2	MyENT certificate	6
3	Name and Address of business	8
4	Organizational Chart	9
5	Mission and Vision	10
6	Description of Product	11
7	Price list	12
8	Creating Facebook Page	13
9	Customizing URL Facebook	13
10	Facebook Post - Teaser	14
11	Facebook Post - Copywriting (Hardsell)	19
12	Facebook Post - Copywriting (Softsell)	24
13	Conclusion	29

1.0 GO-ECOMMERCE REGISTRATION



Certificate of Completion

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Level 1 – Go Digital

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Muhammad Iman Mirza bin Mohd Zakuan

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2.0 MyENT CERTIFICATE

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM		
No. Pelajar	:	2021340915
Nama	:	Muhammad Iman Mirza bin Mohd Zakuan
Program Pengajian	:	SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN
Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://www.facebook.com/Al-Store-109277471571233
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	17 Nov 2021
Tarikh Kemaskini	:	27 Jan 2022
Tarikh Cetak	:	27 Jan 2022
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM		
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(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2021114915
Nama : ARSYAD BIN ROSSAIFUDDIN
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGANGKUTAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/AI-Store-109277471571233>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 18 Nov 2021
Tarikh Kemaskini : 25 Jan 2022
Tarikh Cetak : 25 Jan 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

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3.0 INTRODUCTION OF BUSINESS

3.1 Name and address of business



Figure 3.1 AI.Store's logo

AI.Store is an online business that acts as an agent for NZ Crunchies. It is also operated only on the Facebook Page because it is very close to our target market. Furthermore, AI.Store is only operated by two people, namely Muhammad Iman Mirza bin Mohd Zakuan and his partner Arsyad bin Rosaifudin. AI.Store was officially opened on November 30, 2021. It has only been operating for 2 months so far.

AI.Store only sells NZ Crunchies products for now. We chose this product from NZ Crunchies because this product is said to be easy to sell because of its reasonable and affordable price. Moreover, this product has also been known by the Malaysian community and makes it even easier to sell. Furthermore, the capital to become an agent product is low suitable for those of us who are still students and want to start working in business and management. It is in line with the program we registered at Universiti Teknologi Mara (UiTM).

AI.Store is already registered as an agent for the Putrajaya and Puncak Perdana areas. In terms of promotion, NZ Crunchies has created free marketing classes and seminars for all their agents and stockists. Plus, they also provide marketing materials such as product videos and promotional images to help increase AI.Store engagement itself. We only make deliveries throughout Malaysia, and it is important for Malaysians, especially those who are Muslims, to know the halal status of our products. With that, NZ Crunchies has obtained a halal certificate from JAKIM and a MeSTi certificate which shows that their product is 100% made in Malaysia.

3.2 Organizational Structure

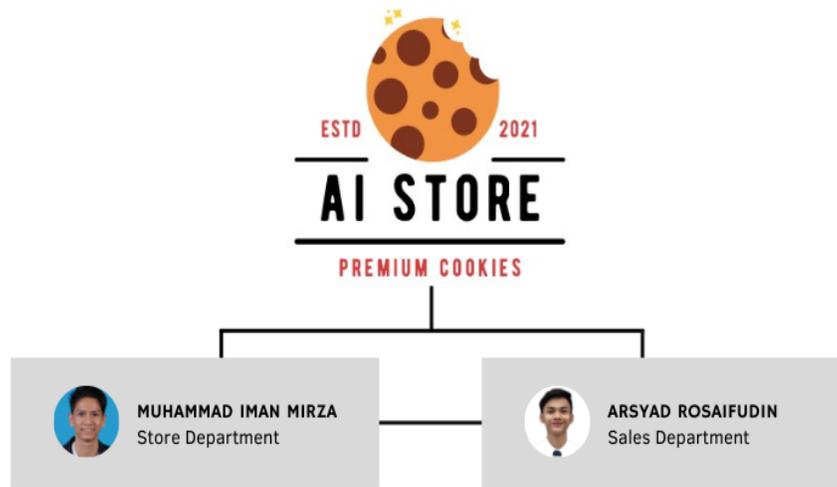


Table 3.2 Organization Chart of AI.Store

3.3 Mission and Vision

3.3.1 Mission

- Provide clean, halal and pure snacks in accordance with the wishes of customers.
- Ensure continuous customer satisfaction in line with the production of snack products supplied.
- Committed to providing the best service in terms of the provision of snacks and customer service equivalent to a set fee.

3.3.2 Vision

- To be a competitive snack food supply business that is able to provide the best service in meeting the needs of customers.
- Own a private limited company in the future.
- Has business branches throughout Malaysia.

3.4 Description of products



Figure 3.4 Products of NZ Crunchies

Nz Crunchies are snacks made from poppy skin and coated with a variety of flavors of this century's delicious and viral options. Among the flavors served are Cheese Primo, Golden Salted Egg, Savory Chicken Floss, Korean BBQ, Chocolate Supreme, Milky Matcha, Butter Toast. These snacks are suitable for all groups, can be used as snacks, food to entertain guests, and snacks to fill an empty stomach.

Moreover it has a mesmerizing Unique Taste. Has several types of unique flavors that are able to mesmerize and attract the interest of snack lovers. With its easy-to-carry nature at any time, this snack is perfect to enjoy with your beloved family. We prepare snacks made from poppy skin and coated with a variety of flavors of this century's delicious and viral options. Among the flavors served are Cheese Primo, Golden Salted Egg, Savory Chicken Floss, Korean BBQ, Chocolate Supreme, Milky Matcha, Butter Toast.

Furthermore, with the advantages in terms of taste, price and variety that we offer, surely people know the market potential of this product as a whole. Commercially, the 3 product packages brought by NZCrunchies will definitely enable them to penetrate the market in Malaysia and abroad.

3.5 Price List

Item	Weight (g)	RM
 <p>SnekSignature (Botol)</p>	220 gram	SM (RM9.90) & SS (RM13.90)
 <p>Snek Signature (Pouch Bag)</p>	60 gram	SM (RM3.00) & SS (RM4.00)
 <p>Snek Rolls (Pouch Bag)</p>	60 gram	SM (RM3.00) & SS (RM4.00)

4.0 FACEBOOK (FB)

4.1 Creating Facebook Page

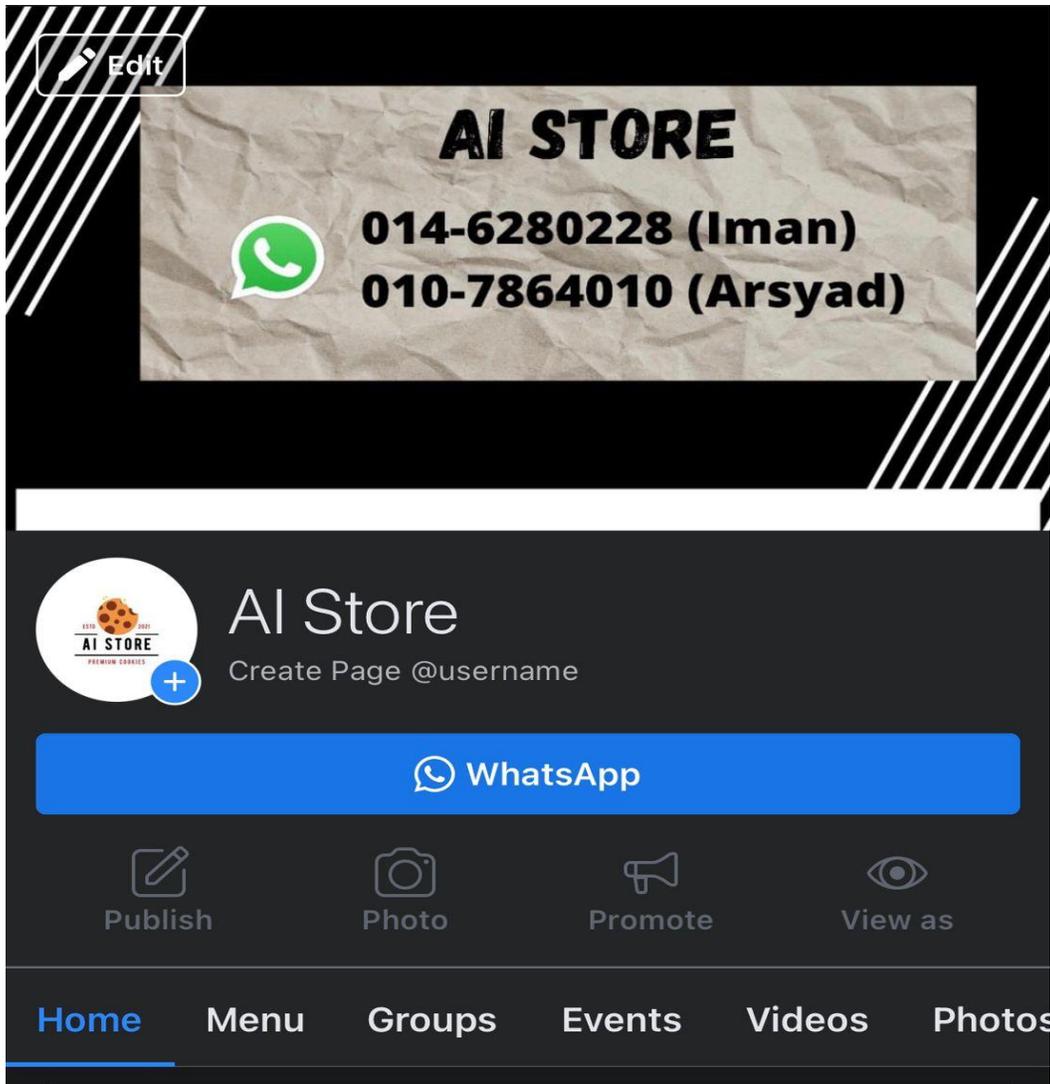


Figure 4 AI.Store's Facebook page

4.2 URL Facebook

<https://www.facebook.com/AI-Store-109277471571233>

4.3 Facebook Post - Teaser





Al Store

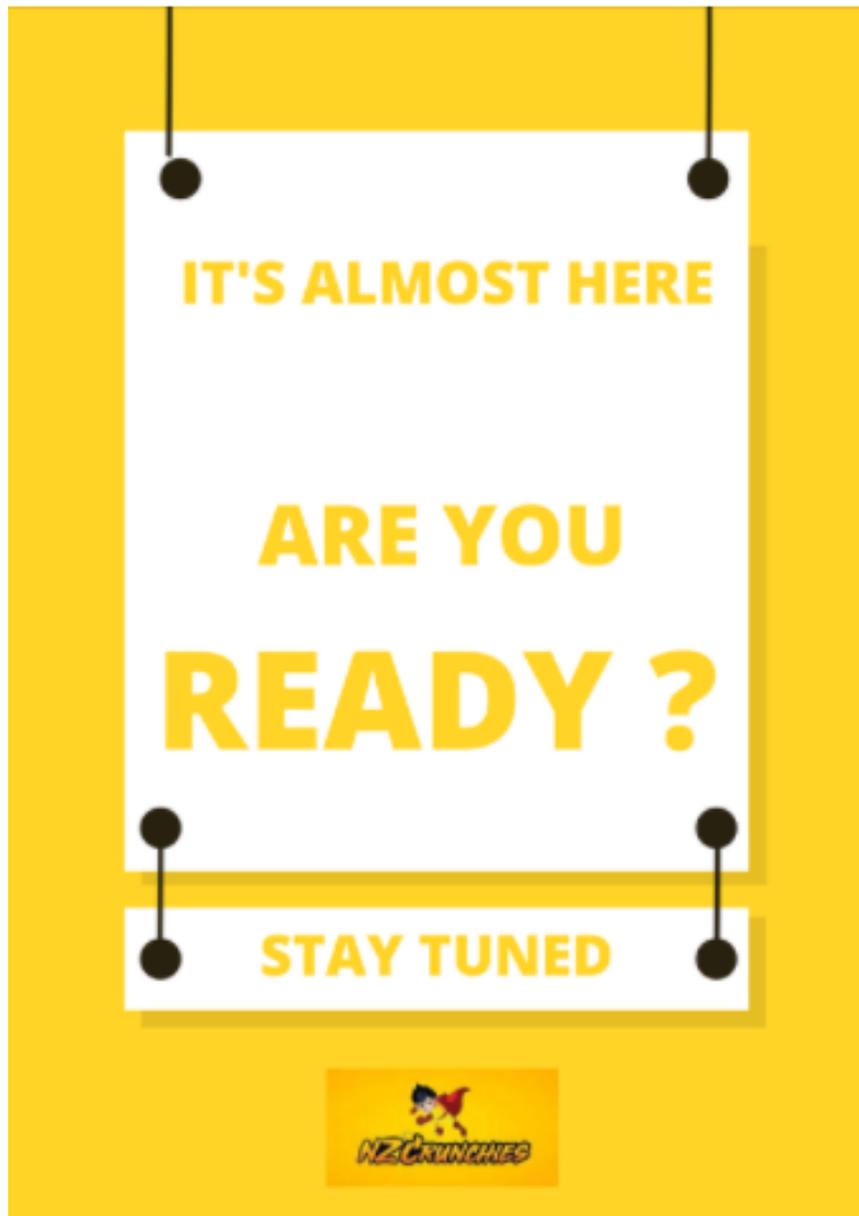
3 December 2021 · 🌐 · 📍

...

!!! COMING SOON !!!

Are you READY ???? We are coming very very soon...

[#nzcunchies](#) [#nzcunchiesshalam](#)





AI Store

4 December 2021 · 🌐 · 🌐

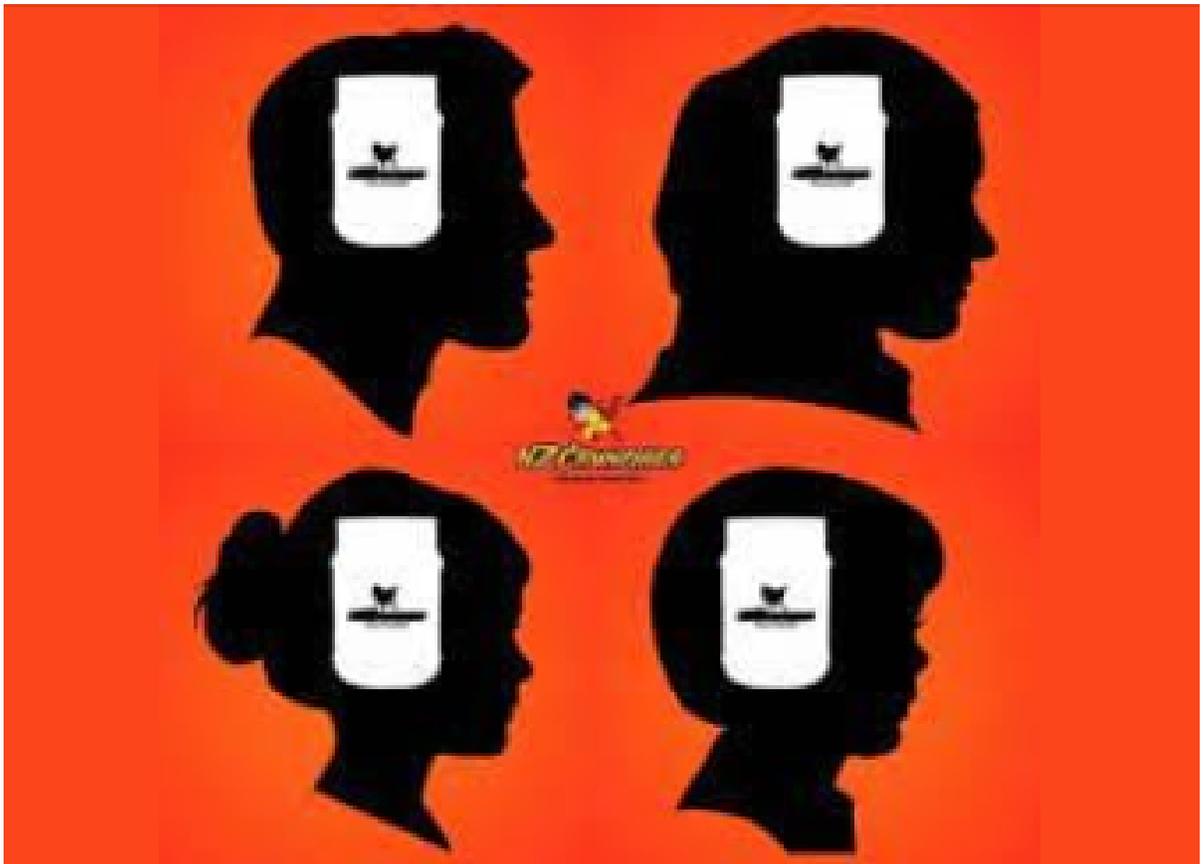


! COMING SOON !

Are you thinking what I'm thinking ???

Wait and see 🤔🤔🤔

[#razcrunchies](#) [#razcrunchiesshalam](#)





AI Store

6 December 2021 · 🌐 · 🌐



!! COMING SOON !!

LOOKING FOR A UNIQUE SNACK WITH VARIOUS FLAVORS?👀

-Meet the Tastes of Many👄

-Favors On Every Chew👄

-Always Delicious👄

[#nzcunchies](#) [#nzcunchiesshalam](#)



4.4 Facebook Post - Copywriting (Hard Sell)

 **AI Store**
14 December 2021 · 🌐 · 📍 · 🌐

DID YOU GET YOUR FAVORITE FLAVOR FOR A SPECIAL PRICE ???

Let's grab Tom Yum Seafood flavors or 9 other unique NZ Crunchies flavors with SPECIAL PRICE via Promo 15-15!

Raid a nearby NZ Crunchies partner to GET SPECIAL PROMO PRICES or just click below!

Whatsapp: <https://sayanaknzcunchies.wasap.my/>

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#Promo15to15 #nzcunchies #nzcunchiesshahalam



PROMOSI
15-15
15 DIS 2021 - 15 JAN 2022

BELI 2 BOTOL,
PERCUMA 1 POUCH BAG!

Perisa tertakluk kepada stok yang masih ada.

Tertakuk kepada harga & syarat

www.nzcunchies.com



AI Store

14 December 2021 · 🌐 · 📷

...

WORTH THE PURCHASE PROMO!

Get 1 FREE pouch bag pack with the purchase of 2 bottles of NZCrunchies!

The promotion runs from 15 December 2021 until 15 January 2022!

*subject to terms & conditions

Let's grab this golden opportunity by contacting your nearest NZCrunchies partner or click the link below!

Whatsapp: <https://sayanaknzcunchies.wasap.my/>

Website: www.nzcunchies.com

#Promo15to15 #nzcunchies #nzcunchiesshahalam





AI Store

1 January at 22:21 · 🌐 📍



Been longing for Malaysian cuisines all this while? Fret not, right now we are bringing the Malaysian favourite snacks to you special for the Chinese New Year celebration 🐯❤️

Made from crispy popiah skin, NZCrunchies is a Malaysian snack famous for its unique flavours you hardly find elsewhere.

- 🥚 NZCrunchies Golden Salted Egg
- 🔥 NZCrunchies Flaming Salted Egg
- 🍫 NZCrunchies Chocolate Supreme
- 🍗 NZCrunchies Savoury Chicken Floss

Learn more about the explosive crunchiness of NZCrunchies snacks:

<https://youtu.be/ZIMnAQnz30s>

The BEST part is that now you can purchase them ONLINE via

<https://www.fairprice.com.sg/search?query=nzcrunchies>

#nzcrunchies #nzcrunchiesshalam

NEW YEAR SALE

Enjoy the **UNIQUE Flavours**

WhatsApp +60 19-667 9895

Available at **FAIR PRICE**



AI Store

26 January at 22:17 · 🌐 🌐



What's up, Malaysians? Looking for something special to munch on for this Year of Tiger? 🐯

Well, you might want to enjoy these 4 special flavoured snacks made from the crispy popiah skin with your family and friends:

- 🥚 NZCrunchies Golden Salted Egg
- 🔥 NZCrunchies Flaming Salted Egg
- 🍫 NZCrunchies Chocolate Supreme
- 🍗 NZCrunchies Savoury Chicken Floss

The crisps full of authentic flavours that will melt in your mouth, just as great as how your Chinese New Year should be!

Learn more about the explosive crunchiness of NZCrunchies snacks:

<https://youtu.be/ZIMnAQnz30s>

Hurry up! You can get it at <https://www.fairprice.com.sg/search?query=nzcrunchies>

CHINESE NEW YEAR SALE
SHOP NOW

FairPrice

BEST DEAL
SIGNATURE FLAVOURS
Each flavoured snack produced by NZCrunchies has its own identity which is all based on the concept of a generally accepted phenomenon: food flavours.

BUY NOW AT: WWW.FAIRPRICE.COM

FRUITS & VE



AI Store

24 January at 22:13 · 🌐 · 🌐



📣 SHOCKING NEWS !!!

For the first time NZCrunchies will be holding a "LIVE BID" (auction) event on Facebook LIVE. Share this news with your family and friends to join us at LIVE BID NZCrunchies! ??

MINI LIVE BID (Private)

25 JANUARY 2022 | 9.00 PM

In Group Stockist & Agent

<https://www.facebook.com/groups/stokistandagentNZCrunchies>

MEGA LIVE BID (Public)

27 JANUARY 2022 | 9.00 PM

<https://www.facebook.com/NZCrunchies>

For more info, click the link below:

Whatsapp: <https://sayanaknzcunchies.wasap.my/>

·
·

#nzcunchies #nzcunchiessshahalam

NZCrunchies
SINCE 2015

Jom sertai sesi

LIVE BID

MINI LIVE BID

25 JAN 2022, 9.00 P.M.

Group Stockist & Agent

MEGA LIVE BID

27 JAN 2022, 9.00 P.M.

Viral Crunchies
 NZ Crunchies

Pengumuman Giveaway

Bidding Session

Recognition Stokis, Leader & Ejen

Road Tour NZCrunchies

www.nzcunchies.com

*Tolong jangan berbalah di Facebook, follow any arahan di Facebook, tidak boleh diabaikan. *Terserah, kepada semua & agensi.

4.5 Facebook Post - Copywriting (Soft Sell)

 AI Store
26 January at 02:50 · 🌐

10/10 rating by Miss Juliana for Tom Yum Seafood!!

!!! TOM YUM SEAFOOD !!!

!!! RM 10 ONLY !!!

!!! COD SHAH ALAM AREA ONLY !!!

What are you waiting for?? Come and get it now!! 😄😄😄😄

[#nzcunchies](#) [#nzcunchiesshahalam](#)





AI Store

26 January at 02:48 · 🌐

...

Even 1 year old Farah also loves [#nzcrunchies](#)

!!! GOLDEN SALTED EGG !!!

!!! RM 10 ONLY !!!

!!! COD SHAH ALAM AREA ONLY !!!

What are you waiting for?? Come and get it now! 😁😁😁😁

[#nzcrunchies](#) [#nzcrunchiesshahalam](#)





AI Store

12 December 2021 · 🌐 · 📷



!!! SAVOURY CHICKEN FLOSS !!!

!!! RM 10 ONLY !!!

!!! COD SHAH ALAM AREA ONLY !!!

What are you waiting for?? Come and get it now!! 😁😁😁😁

#nzcunchies #nzcunchiesshahalam





AI Store added 3 new photos from 12 December 2021 at 02:31.

12 December 2021 · 🌐 · 📷

...

!! SEAWEED TERIYAKI !!

!! RM 10 ONLY !!

!! COD SHAH ALAM AREA ONLY !!

What are you waiting for?? Come and get it now! 🤔🤔🤔🤔

#nzcunchies #nzcunchiesshahalam





AI Store added 3 new photos from 12 December 2021 at 02:31.

12 December 2021 · 🌐 · 📷

...

!! ROTI BAKAR !!

!! RM 10 ONLY !!

!! COD SHAH ALAM AREA ONLY !!

What are you waiting for?? Come and get it now! 😄😄😄😄

#nzcunchies #nzcunchiesshahalam



5.0 CONCLUSION

In conclusion, AI.Store is a business that is a representative agent for the NZ Crunchies company. It only uses the online method to sell all NZ Crunchies products using the Facebook Page channel. On behalf of AI.Store operated by us, Iman and Arsyad, we are able to promote and market our sales products using the Facebook Page and get engagement from local buyers. With social media such as Facebook, we are able to post the latest updates of our business activities or events.

In addition, it not only gives benefits to our business but also for ourselves as well, as we are able to follow and be updated with the business trends nowadays by not only using Facebook, but also other available platforms, where we can enhance our knowledge and skills in IT. Then, it will prevent us from being an outdated businessman, but develop us by keeping up with the current development in our country.

Therefore, as a start-up business that uses Facebook page, we are able to achieve some of our goals with success and will be ongoing to achieve all of AI.Store's targets in the future by expanding and conducting our business through other available social media and as well improve our marketing strategy.