

Format-5 grammar-5 fbpg-3 likes-4 teaser-2 hard softsell-30 51/100

### SOCIAL MEDIA PORTFOLIO

### **CRUNCH CRUNCH CHIPS**

### PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY	FACULTY OF BUSINESS AND MANAGEMENT
PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION (HONS.) TRANSPORT (BA247)
SEMESTER	MAC – JULY 2022
NAME & STUDENT ID	NOR ALIFAH ZAHIRAH BINTI ZAMFERI (2021121907) HUSNA BATRISYIA BINTI AZHAR (2021122431)
LECTURER	MR. RASLAN BIN NORDIN
SUBMISSION DATE	31 JULY 2022

### Acknowledgement

First and foremost, in the name of Allah, the Most Gracious and Most Merciful, for strength and chance in completing this social media report. A big appreciation to my lecturer, Mr. Raslan bin Nordin for guidance and advice. He helps us in completing this task by showing us the guideline related to the social media report.

Besides, we would like to sincerely thank our family and friends who helped us throughout this assignment. We really appreciate their help. Their kindness means a lot to us.

### **Executive Summary**

Crunch Crunch Chips is a small company that repack various types of chips that we get from suppliers in a bundle. Our goals are that we want to be one of the companies that produce good quality and taste of the chips and be recognized by the community. Our main objective is to make people get our product at an affordable price and worth the weight of each product. We weighed the chips by ourselves after the supplier sent the bundles of chips to us.

Our company was established in April 2022 with few staff. We sell a lot of our various types of chips around Malaysia. Our peak season is during culture festivals such as Hari Raya, Deepavali and Chinese New Year. At that time people tend to share our product as one of their snacks on the eve.

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### **Body of Report**

### i. Go-Ecommerce Registration

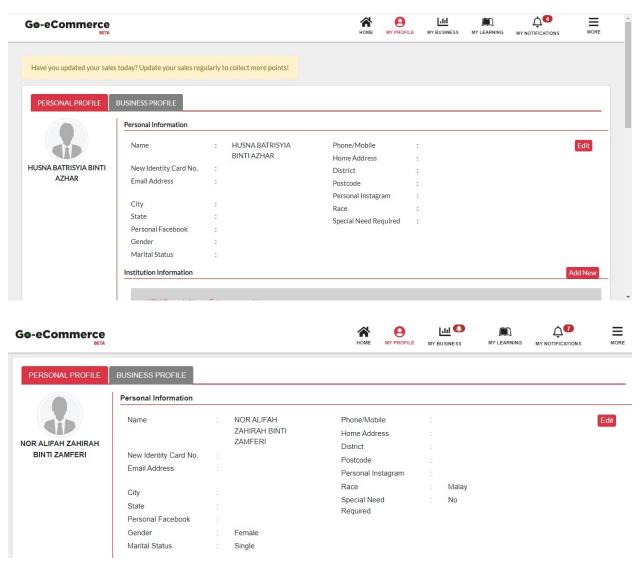


Figure 1 Go-eCommerce Personal Profile

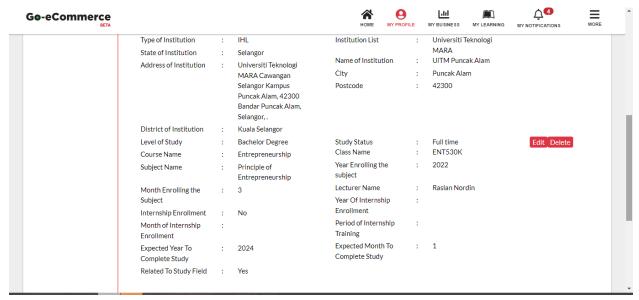


Figure 2 Go-eCommerce Institutional Information

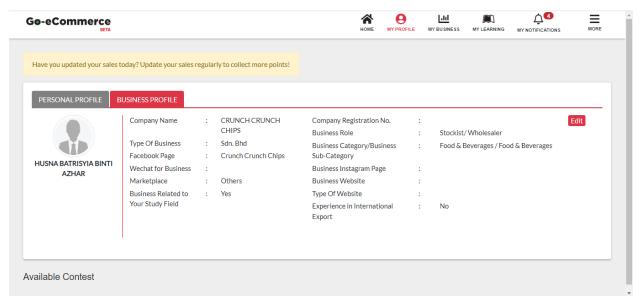


Figure 3 Go-eCommerce Business Profile



#### MASMED YOUNG ENTREPRENEUR (MyENT)

#### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021121907

: NOR ALIFAH ZAHIRAH BINTI ZAMFERI Nama

Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)

PENGANGKUTAN

Fakulti : Faculty of Business & Management

: Selangor Kampus

#### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online Bidang Pemiagaan yg : Makanan

diceburi

Tempoh Berniaga No. Pendaftaran Perniagaan : 6 bulan

URL Perniagaan

Alamat Premis Perniagaan

: 20 Apr 2022 Tarikh Mendaftar

Tarikh Kemaskini Tarikh Cetak : 20 Apr 2022

Abodern Dembangunan PKS dan Kisusehawanen Malayala (MASHED) juga bishkek mendahulian ajil ini kanas sebistora nela Denggunaan ajil ini hanya dilentma untuk kegunaan unusan dalaman UTM sahaja. Utusen dan alehvil semiagaan yang dijalankan alik penama adalah risika dan tenggungkwab sendiri tenga melikatiwan kepentingan dan nama Univiruik

SALINAN PENDAFTARAN INI DIPERAHUI OLEH

PENOLONG NAIB CANSELOR KEUSAHAWAN

Malaysian Academy of SME & Entrepreneurship Development (MASMED)





SUNGGUHPUN SEGALA USAHA TELAH DIAMBIL UNTUK MEMASTIKAN MAKLUMAT YANG DIBERI ADALAH BETUL DAN KEMASKINI PENDAPTAR PERNIAGAAN TIDAK BOLEH DIPERTANGGUNGKAN BAGI SEBARANG KERUGIAN KERANA MAKLUMAT YANG TERSILAP ATAU TERTINGGAL

#### \*\* MAKLUMAT PERNIAGAAN \*\*

NAMA PERNIAGAAN : CRUNCH CRUNCH CHIPS NO PENDAFTARAN : 202203182178 (LA0048096-K

ALAMAT UTAMA PERNIAGAAN

: 202203182178 (LA0048096-K) RNIAGAAN :

BENTUK PERNIAGAAN : PERKONGSIAN
TARIKH MULA BERNIAGA : 20-06-2022
TARIKH PENDAFTARAN : 20-07-2022
TARIKH LUPUT PENDAFTARAN : 19-07-2023
STATUS : AKTIF

#### \*\* JENIS PERNIAGAAN \*\*

MENJUAL PELBAGAI JENIS KEREPEK SECARA ONLINE.

#### \*\* MAKLUMAT CAWANGAN \*\*

1) 6500, JALAN SJ 5/10B TAMAN SEREMBAN JAYA, 70450 SEREMBAN , NEGERI SEMBILAN



#### \*\* MAKLUMAT PEMILIK PERNIAGAAN TERKINI \*\*

NAMA : NOR ALIFAH ZAHERAH BINTI ZAMFERI

ALAMAT KEDIAMAN :

NO KP (LAMA) NO KP (BARD) TARIKH LAHER

BANGSA : MELAYU JANTINA : PEREMPUAN

KEWARGANEGARAAN : WARGANEGARA MALAYSIA

TARIKH MASUK : 20-06-2022

NAMA : HUSNA BATRISYIA BINTI AZHAR

ALAMAT KEDIAMAN

NO K/P (LAMA)
NO K/P (BARU)
TARIKH LAHER

BANOSA : MELAYU
JANTINA : PEREMPUAN

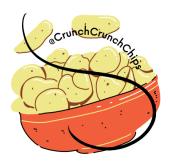
KEWAROANEGARAAN : WAROANEGARA MALAYSIA

TARIKH MASUK : 20-06-2022

Figure 4 SSM Certification

#### ii. Introduction of business

• Name and address of business

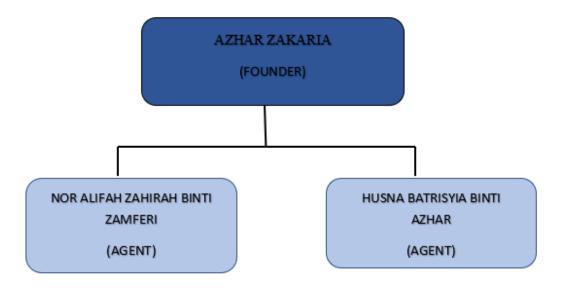


Crunch Crunch Chips' Logo

Crunch Crunch Chips is the name of our business or it can be known as Triple C. The idea of getting our company's name is from 'Kerepek' which we translated into English. Meanwhile, the 'Crunch' is because our product is crunchy all the time. We got the inspiration to start this business because one of this team's parents sells various types of chips, so we continue the business. Nowadays, many people sell many types of chips that contain cheese powder, which is something trendy right now. However, we try to sell the traditional chips which everyone can eat while keeping the nostalgia of the traditional chips.

Our business is located in Gurun, Kedah. We can do cash-on-delivery (COD) near locations such as Alor Setar and Sungai Petani and we also can-do COD in Seremban, Negeri Sembilan as one of our team stays there. We can be contacted through our Facebook Page (@crunchcrunchchips).

# • Organizational chart



Crunch Crunch Chips is a partnership business form because we manage it from one of our team's parents which is the founder and we manage and operate this business as agents.

### • Mission / Vision

Our mission is to give our customers good quality chips, become the best seller of various types of chips, and sell good quality and good taste to our customers.

For vision, as we sell the chips and we have many local competitors, we aim to be the brand that sells the best texture of chips which are crunchy and we want to make our brand as customers will find to enjoy our product anytime as snacks.

# • Description of Product

Product	Description
Kerepek Bawang	Kerepek Bawang is a dry food made from basic ingredients such as wheat flour and without other additives that must be prepared by frying it first so it becomes crunchy.
Kerepek Pisang Tanduk	Kerepek Pisang Tanduk is a dry food made from the chosen types of bananas which is cut into long but thin pieces so when it is fried in hot oil, it will become nice yellowish and crunchy.
Kerepek Opak	It is made from potatoes then cut into a circle and thin. After that, it will be fried and turn into red-yellowish which makes it taste a bit spicy.



It contains wheat flour and anchovies then it will be fried and turned into yellowish and it tastes a bit spicy which makes it good.

Kerepek Jejari Bilis



Redan is made from flour and eggs. It is then shaped into a round shape and coated with sesame seeds before being fried in cooking oil using a low heat so that it turns yellowish.

Redan (Bijan)



It is a deep-fried savory Indonesian-Javanese cracker made from flour with other ingredients, bound or coated by crispy flour batter. It comes in small sizes and is topped with peanuts.

Rempeyek Mini



The peanut will be fried first to get a crispy texture. Then it will be coated with wheat flour and cassava flour and fried again to get another crispy texture.

Kacang Salut



It is made from potatoes and cut in circles and thin. Then, it was fried. After it turns yellowish, it will be coated by sambal which is a bit spicy.

Kerepek Ubi Pedas Basah



Kerepek Ubi Black Pepper

It is made from potatoes and it is cut into thin pieces. Then, it will be fried until it turns yellowish and it is sprinkled with grounded black pepper.

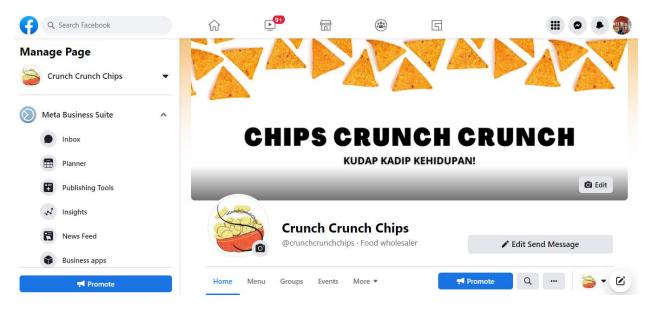
## • Price list

Name of product	Price
Kerepek Bawang	RM10
Kerepek Pisang Tanduk	RM18
Kerepek Opak	RM13
Kerepek Jejari Bilis	RM10
Redan (Bijan)	RM13
Rempeyek Mini	RM15
Kacang Salut	RM14
Kerepek Ubi Pedas Basah	RM11
Kerepek Ubi Black pepper	RM11

### iii. Facebook (FB)

After we launch our business, we set up a Facebook page to make people aware of and interest of Crunch Crunch Chips' product among the Facebook users. We believe in the power of social media, by selling our products on Facebook platforms, buyers may easily find our company and even complete their purchases of our product in just a few clicks. In addition, we incorporated a teaser that introduces our items to the customers, as well as hard and soft selling postings about our firm, in order to draw customers' attention to our products.

• Creating Facebook (FB) page



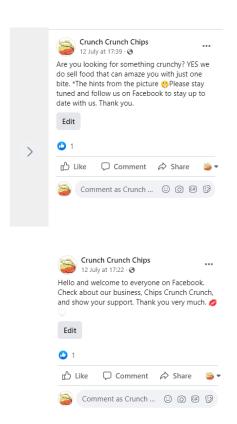
• URL Facebook (FB) Page

https://www.facebook.com/crunchcrunchchips

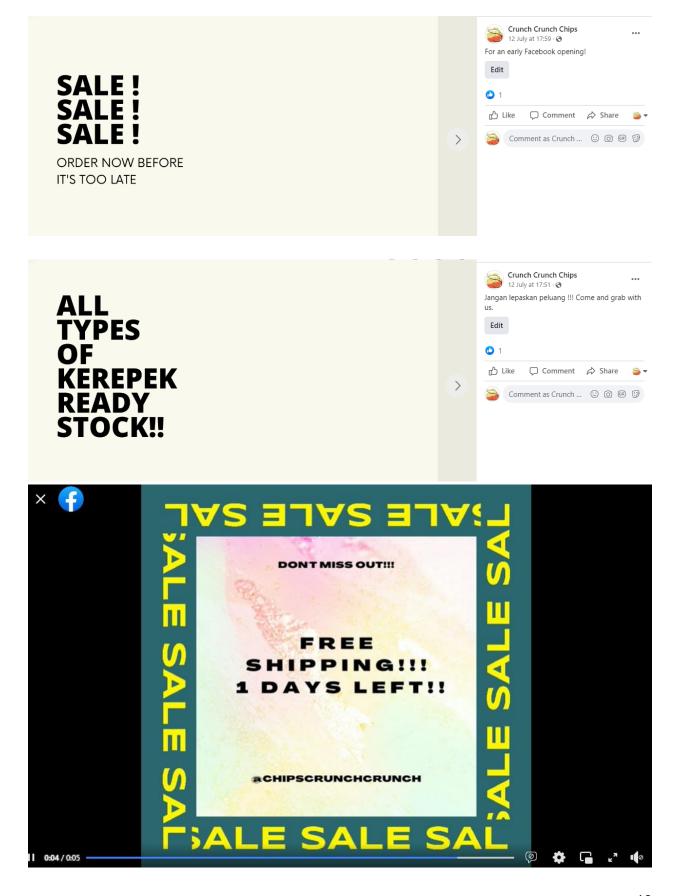
• Facebook (FB) Post – Teaser





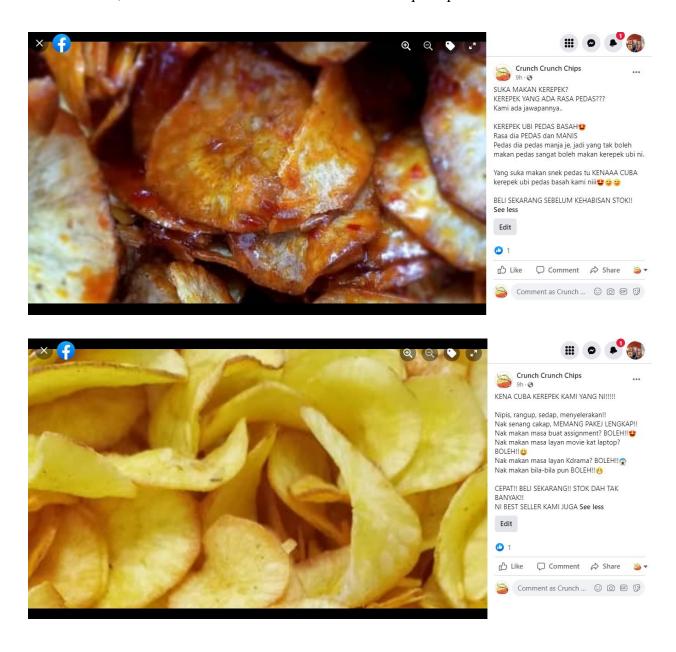


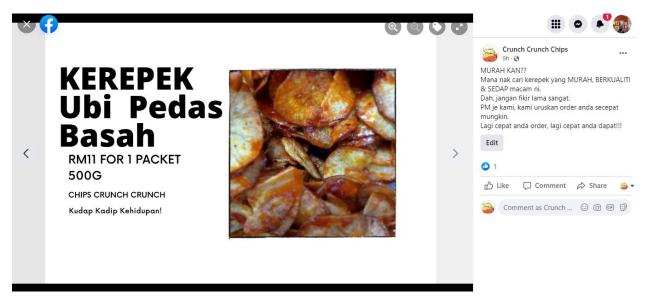




### • Facebook (FB) Post – Copywriting (Hard Sell)

A marketing or sales tactic known as a "hard sell" makes use of extremely direct and aggressive language. Instead of providing a customer the chance to think about their options and potentially decide to wait, a hard sell tries to convince them to make a quick purchase.

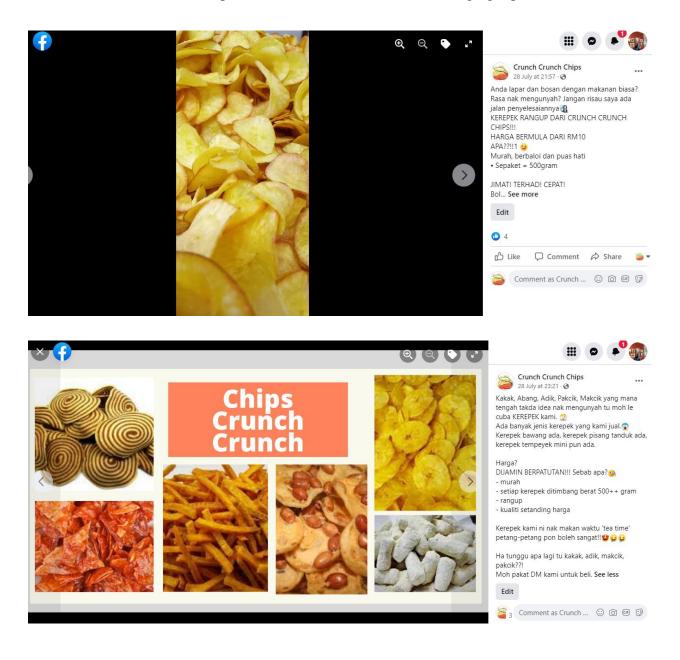


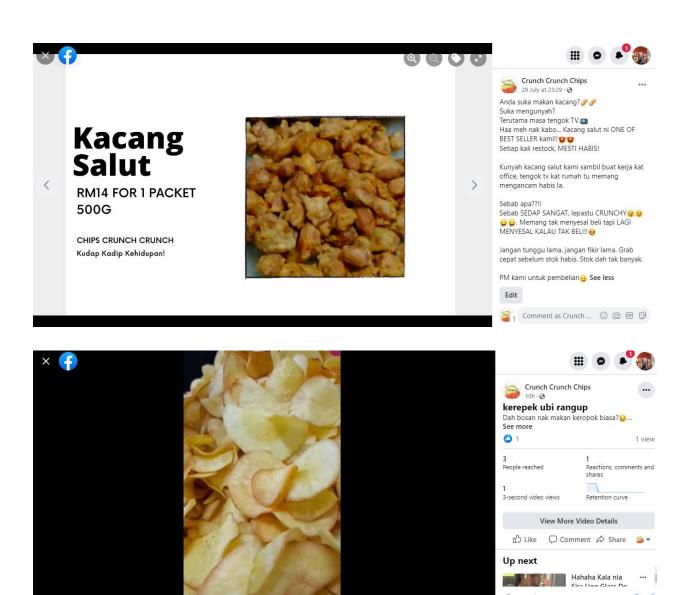




### • Facebook (FB) Post – Copywriting (Soft Sell)

A soft sell is a marketing and sales strategy that employs tactful language and a non-aggressive attitude. A soft sell aims to keep target clients from becoming offended and leaving. Additionally, soft selling is a persuading, covert, low-pressure sales technique that, while it might not always result in a sale the first time a product is offered, does aid in encouraging repeat business.



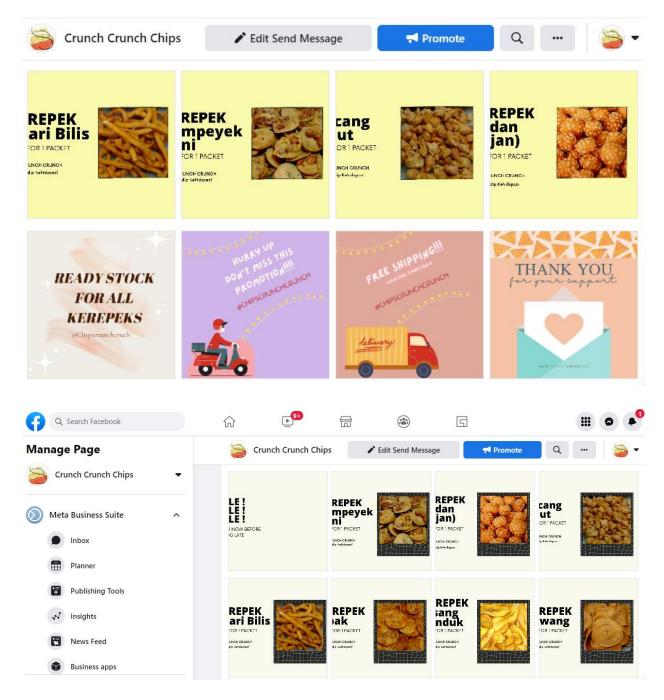


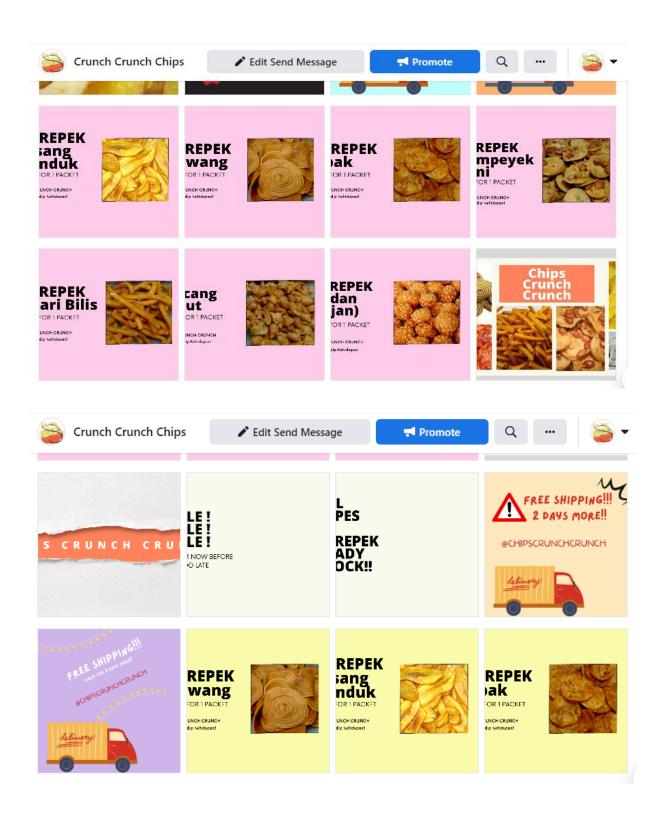
0:16 / 0:17

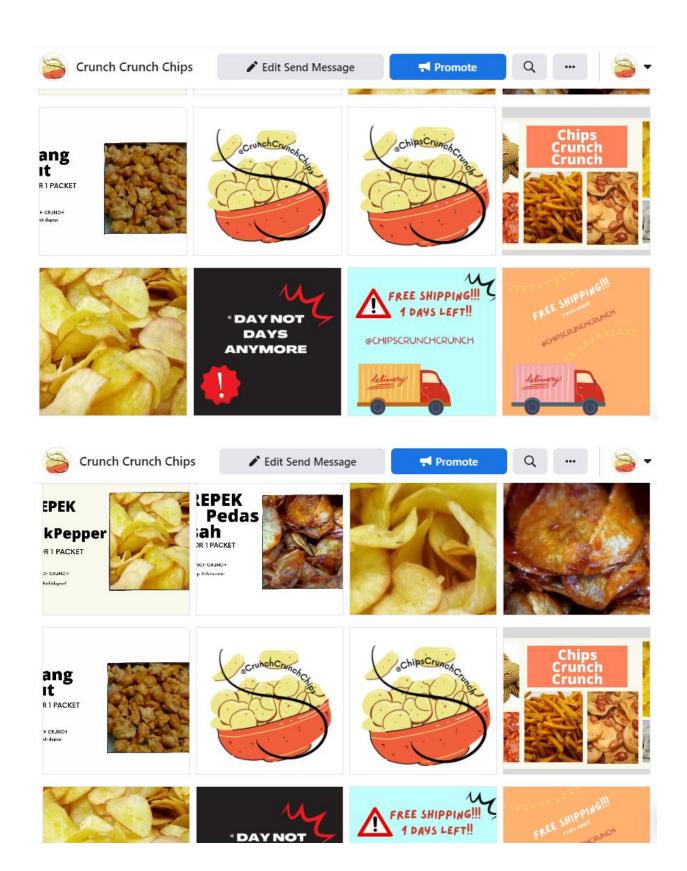
Comment as Crunch ... ② ② ③

(P)

• Relevant graphics to each post/copywriting







#### Conclusion

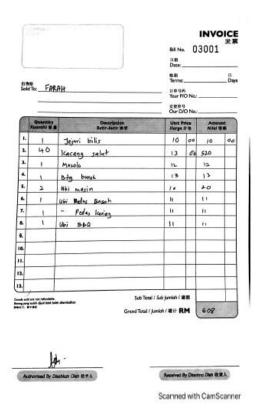
Finally, by creating a Facebook page for our platform to promote our products, the benefits of a social media report include the ability to drive content development as well as wiser scheduling by providing insight into the optimal times and days of the week to communicate with existing and new customers. It also assists our business in understanding which themes resonate on a particular day, as well as when and why consumers interact. For example, after work hours, on weekends, during lunchtime, and many other times. Facebook also increases our customers, which results in our profits.

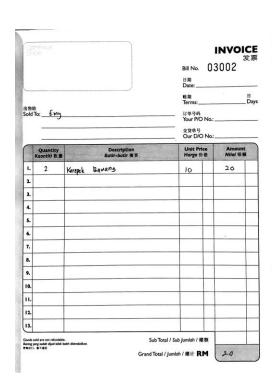
We believe that by taking this assessment, which requires us to take a risk in business, we will improve our skills and capacity to be more inventive, problem solvers, critical thinkers, researchers, and managers. In the future, we hope that our business's empire will grow and that it will be recognized by a large number of people. This assignment really assists us in effectively managing our business and dealing with all of the difficulties and obstacles that arise.

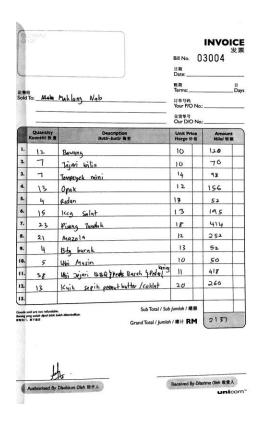
Finally, by using Facebook marketing and boosting posts, we can assist our business reach out to new potential customers more efficiently. Creating Facebook pages is a fantastic approach to centralize data while also engaging in one-on-one conversations with your target consumers. Aside from that, Facebook allows us to develop a longer-term interactive platform on which we can actually engage our business with our customer base. Overall, these platforms really help a lot in marketing products and businesses because of their features and the technologies they use.

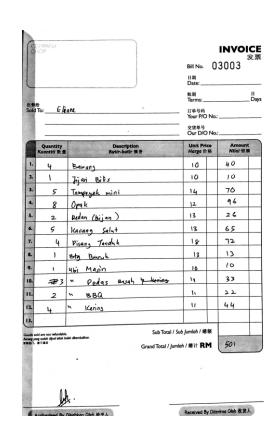
# Appendices

• Proof of customers' receipts

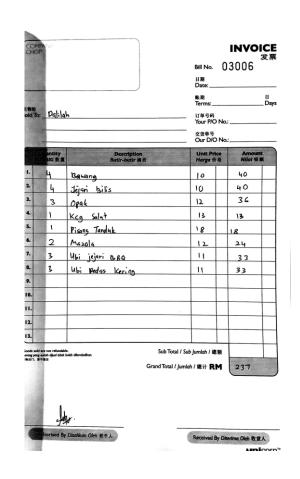








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			交货单号 Our D/O No.:		
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7.	3	Mazola	12	36	
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