



اُنْبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

FACULTY OF BUSINESS AND MANAGEMENT

SOCIAL MEDIA PORTFOLIO (40%)

GROUP: CAAD234A



NZ CRUNCHIES PUNCAK ALAM

PREPARED BY:

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DATE OF SUBMISSION: 14 JULY 2023

ACKNOWLEDGMENT

Alhamdulillah, all praises to Allah and His blessing for the completion of this assignment social media portfolio. In performing my assignment, I had to take the help and guideline of some respected persons, who deserve my greatest gratitude.

The completion of this assignment gives me much pleasure. I would also like to expand my deepest gratitude to all those who have directly and indirectly guided me in completing this assignment. First and foremost, I am really grateful because I managed to complete the ENT 530 Principles of Entrepreneurship assignment within the time given by my lecturer, Norfazlina Binti Ghazali. I also sincerely thank my lecturer for the guidance and encouragement in finishing this assignment and also for teaching me in this course.

Our deepest gratitude goes to all of my family members and my friends which are Muhammad Shahmi Hambali , Muhammad Azhar Bin Roslan, Muhammad Ammar Danish Bin Nazri and many more. It would not be possible to complete this assignment without the support from them. Last but not least, I thank all the people for their help directly and indirectly to complete the assignment.

As a result of these problems, I was able to become more coordinated and confident in dealing with problems that happened during my business. This portfolio includes social media business using Facebook, which is making a Facebook profile, a teaser post, creating soft-selling and hard-selling, the frequency of posting and the sales report. Lastly, everyone who supports our assignment by liking our Facebook page, helps us achieve our target in this assignment. Without everyone's support, the assignment project could fail and not meet the criteria. We really appreciate everyone's help and time. Thank you.

EXECUTIVE SUMMARY

NZ Crunchies Viral being one of the Bumiputera chip product brands of NZ Frozen Industries Sdn Bhd since 1997 which to this day, is still looking for highly visionary members, eager to further expand their business.

NZ Crunchies contain poppy skin snacks with a unique flavor. It is very tasty, delicious and high quality. It is quite crunchy when chewed. And the taste of these chips melts in the mouth. The advantage of NZ Crunchies poppy skin chips is that this snack is a trending product of the century. In addition to using cheese flavors as flavors for our snacks, we also use some other viral flavors such as chicken floss flavors, salted eggs, green tea, and chocolate. Very suitable to be enjoyed anytime or anywhere.

With its nature that is easy to take everywhere at any time, this snack is ideal for a loved family to enjoy. In addition to satisfying the taste of food lovers with a crunchy and tasty taste, this NZ Crunchies brand snack is also perfect for eating wherever and whenever you are. The melting in the mouth is a "perfect snack" for all foodies in Malaysia.

As we know, today's popia snacks aren't quite popular with teens, but through unheard-of users, we're optimistic that they'll slowly and surely have their own ability to gain market share and build long-term bonding with family and friends.

So, we believe that our NZ Crunchies Viral can compete with other competitors and attract more customers. Finally, we always ensure that our NZ Crunchies popia snacks are always on demand and produced efficiently.

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1.0 Go e-commerce

Go-eCommerce BETA

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Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE



**DANIAL AZRI HISYAM BIN
AB.BAHARUDIN**

Personal Information			
Name	: DANIAL AZRI HISYAM BIN AB.BAHARUDIN	Phone/Mobile	:
New Identity Card No.	:	Home Address	:
Email Address	:	District	:
City	:	Postcode	:
State	:	Personal Instagram	:
Personal Facebook	:	Race	: Malay
Gender	: Male	Special Need Required	: No
Marital Status	: Single		

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Institution Information	
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- Have completed all 7 eUshahavan chapters on Malaysia Digital Academy before end of 2018
- Have completed a digital entrepreneurship course at a partnering tertiary institution


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Go-eCommerce BETA

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Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE



**NUR IYLIA AMANI BINTI
ABDUL NASIR**

Personal Information			
Name	: NUR IYLIA AMANI BINTI ABDUL NASIR	Phone/Mobile	:
New Identity Card No.	:	Home Address	:
Email Address	:	District	:
City	:	Postcode	:
State	:	Personal Instagram	: null
Personal Facebook	:	Race	: Malay
Gender	: Female	Special Need Required	: No
Marital Status	: Single		

[Edit](#)

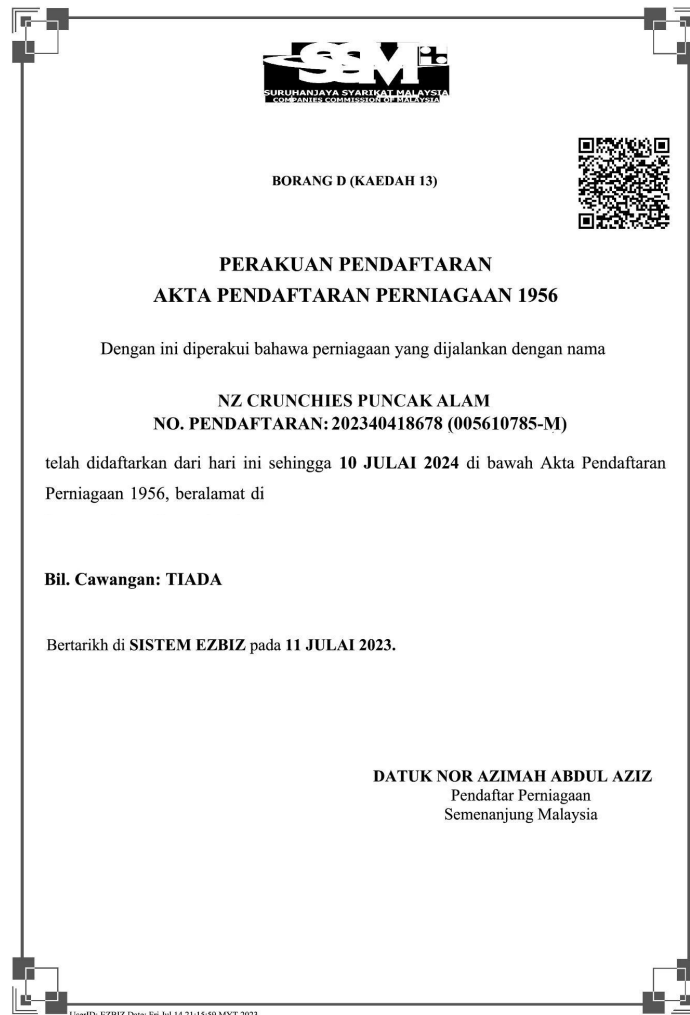
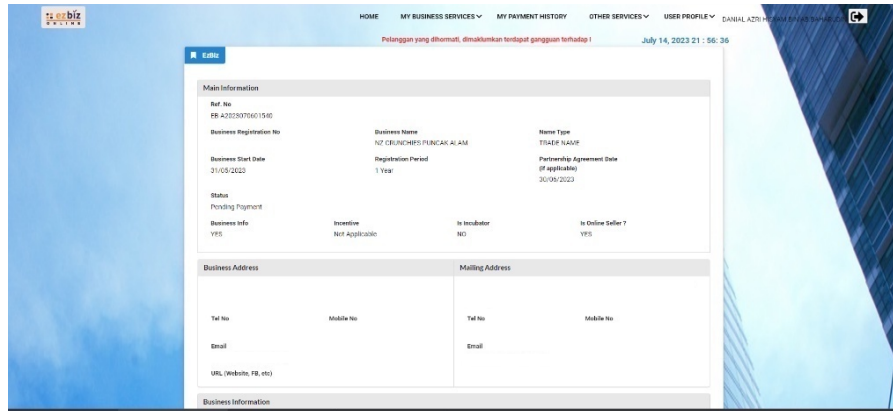
Institution Information			
Add New			
UITM Puncak Alam - ENT530CAAD			
Type of Institution	: IHL	Institution List	: Universiti Teknologi MARARA
State of Institution	: Selangor	Name of Institution	: UITM Puncak Alam
Address of Institution	: Universiti Teknologi		

2.0 MyENT Certificate

	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)	
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM	
No. Pelajar	: 2021875526
Nama	: DANIAL AZRI HISYAM BIN AB BAHARUDIN
Program Pengajian	: SARJANA MUDA SENI REKA GRAFIK (KEPUJIAN)
Fakulti	: Faculty of Art & Design
Kampus	: Selangor
MAKLUMAT PERNIAGAAN	
Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Bermiaga	: 1 BULAN
No. Pendaftaran Perniagaan	:
URL Perniagaan	: https://www.facebook.com/profile.php?id=100092404786403
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 09 Jul 2023
Tarikh Kemaskini	:
Tarikh Cetak	: 09 Jul 2023
<small>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang ditanamkan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama memamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</small>	
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<small>SALINAN PENDAFTARAN INI DIPERAKUI OLEH</small>	
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM	
<small>Malaysian Academy of SME & Entrepreneurship Development (MASMED)</small>	

	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)	
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM	
No. Pelajar	: 2021862688
Nama	: NUR IYLIA AMANI BINTI ABDUL NASIR
Program Pengajian	: SARJANA MUDA SENI REKA GRAFIK (KEPUJIAN)
Fakulti	: Faculty of Art & Design
Kampus	: Selangor
MAKLUMAT PERNIAGAAN	
Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Bermiaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: https://www.facebook.com/profile.php?id=100092404786403
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<small>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.</small>	
<small>SALINAN PENDAFTARAN INI DIPERAKUI OLEH</small>	
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM	
<small>Malaysian Academy of SME & Entrepreneurship Development (MASMED)</small>	

3.0 Suruhanjaya Syarikat Malaysia (SSM) Registration



4.0 INTRODUCTION OF BUSINESS

4.1 Name and Address of the Business



NZ Crunchies has been one of NZ Frozen Industries Sdn Bhd's Bumiputera chip product brands since 1997. NZ Crunchies contain poppy skin snacks with a unique flavor. It's very tasty, delicious and of great quality. The crispy is pretty much felt when chewing. And in the mouth, the flavor of these chips melts. The benefit of NZ Crunchies Poppy Skin Chips is that this snack is a trendy product of the century. In addition to using cheese flavors as flavors for our snacks, we also use several other viral flavors such as chicken floss flavors, salted eggs, green tea, and chocolate. These are very suitable to be enjoyed anytime or anywhere.

Thus, our "NZ Crunchies" is a resale product that we will be dropshipping to sell the product to cover area Puncak Alam . There is a product that we sell with a variety of flavors such as golden salted egg, cheese primo, chocolate supreme, savory chicken floss, milky matcha, korean bbq, roast bread and seaweed teriyaki.

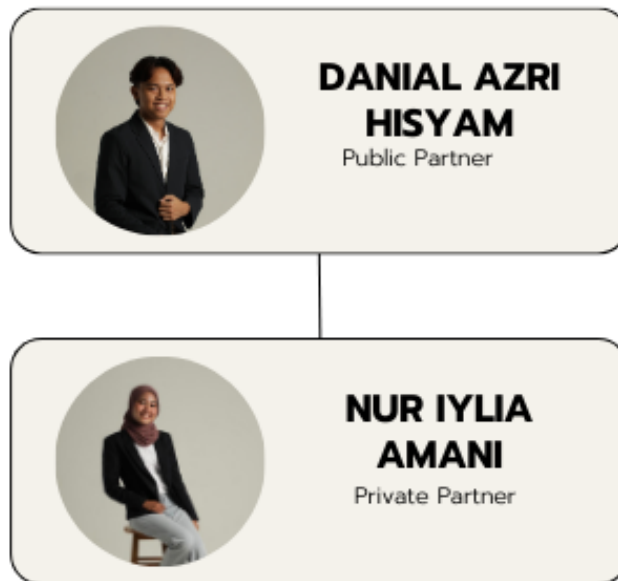
NZ Crunchies is owned by Danial Azri Hiysam Bin AB.Baharudin and Nurul Iylia Amani Binti Abdul Nassir we both are passionate partners in this business. The business commenced on 15th May 2022. The business is located at _____ Since NZ Crunchies is a small online business, therefore, it uses online platforms like Facebook and Whatsapp to connect with its customers.

Its target customers are all ages from teenagers to adults aged from 13 to 50 years old.. Moreover, since NZ Crunchies is online shopping, the postage is all around Malaysia and the postage fee will be charged at RM4 or above depending on their location. The orders will be delivered through Shopee express or J&T Express.

4.2 Organization Chart

NZ CRUNCHY PUNCAK ALAM

Public- Private Partnership



NZ Crunchies is a partnership type of business. This is due to it being a start-up business and has just commenced. Therefore, the organizational chart of NZ Crunchies only consists of two which are public partnership and private partnership.

4.3 Mission and Vision

Mission

“Ensure customer satisfaction by increasing the number of customers each month. Keep our loyal customers and improve our services day by day.

Vision

“ To provide a delicious snack that will be remembered by everyone each day and ensure customers are satisfied with our product and also create a new experience in the world of business”.

4.4 Description of the Product

NZ Crunchies Viral being one of the Bumiputera chip product brands of NZ Frozen Industries Sdn Bhd since 1997 which to this day, is still looking for highly visionary members, eager to further expand their business. NZ Crunchies contain poppy skin snacks with a unique flavor. It is very tasty, delicious and high quality. It is quite crunchy when chewed. And the taste of these chips melts in the mouth.

The advantage of NZ Crunchies poppy skin chips is that this snack is a trending product of the century. In addition to using cheese flavors as flavors for our snacks, we also use some other viral flavors such as chicken floss flavors, salted eggs, green tea, and chocolate. Very suitable to be enjoyed anytime or anywhere. With its nature that is easy to take everywhere at any time, this snack is ideal for a loved family to enjoy. In addition to satisfying the taste of food lovers with a crunchy and tasty taste, this NZ Crunchies brand snack is also perfect for eating wherever and whenever you are. The melting in the mouth is a "perfect snack" for all foodies in Malaysia.

5.0 Price List

Since it's a viral product the price of the chips is affordable. The price will be the same as the original one that we sell right away from the factory to the customer. It is our intention to make sure that every customer is able to afford to buy the product that we sell. Also, the price will be the same in every flavor which means they can get different flavors at the same price. We want to ensure that the customer loves the flavor that has an intention to take the customer's heart to buy this product. The price range is only RM10 for each product in every flavor. We also make a promotion where if you buy three of our product it will be free postage.

No	Product Price	Postage
1.	RM 10	RM4
2.	RM 30 Buy 3 free postage	FREE

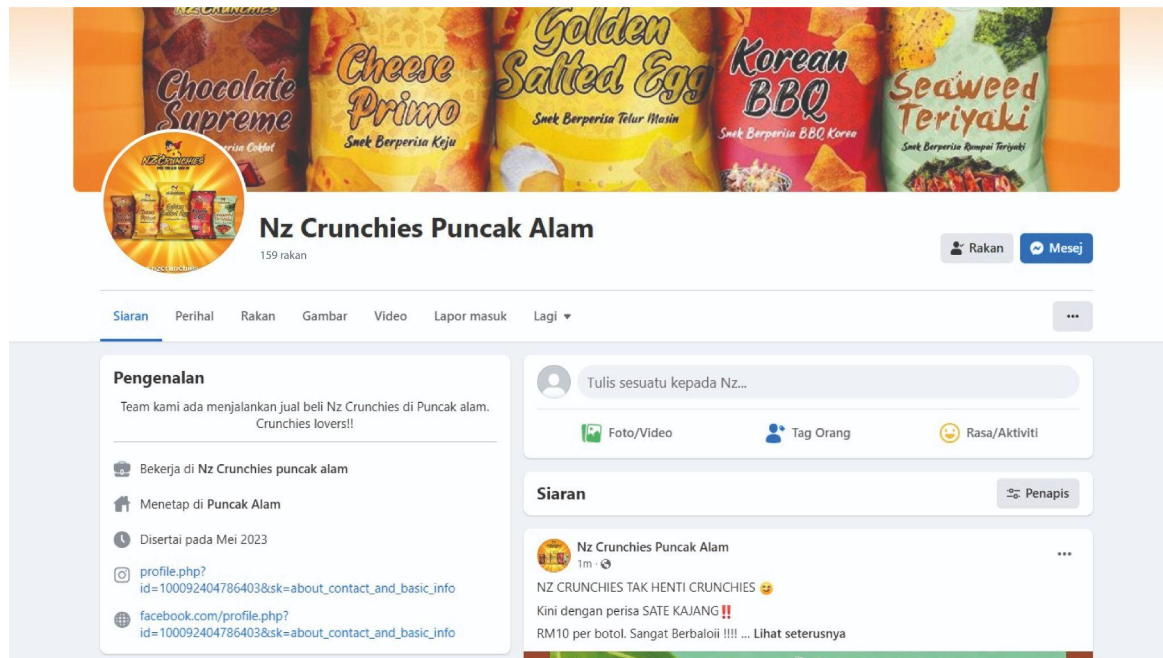


6.0 Creating Facebook Page

As we are starting our business, we have created a Facebook Page. This is to promote our products and services among Facebook (FB) users, especially those who are nearby to our business area, and then create awareness of our Karolina Shop.

Not only that, we are aware that people nowadays are more into online shopping and getting bigger since Covid-19 Pandemic even after the endemic. Thus, people can search and find information with just their fingertips. Therefore, creating a Facebook Page is one of the marvelous mediums to connect businesses with customers online. On the NZ Crunchies Puncak Alam Facebook page, we had created a variety of Facebook posts such as Teaser, Copywriting-Soft Sell and Copywriting-Hard Sell with related business.

6.1 Creating Facebook Page




6.2 Customizing Facebook Page


Facebook (FB) Page URL: <https://www.facebook.com/profile.php?id=100092404786403>

Pengenalan

Team kami ada menjalankan jual beli Nz Crunchies di Puncak alam.
Crunchies lovers!!

 Bekerja di Nz Crunchies puncak alam

 Menetap di Puncak Alam

 Disertai pada Mei 2023

 [profile.php?id=100092404786403&sk=about_contact_and_basic_info](#)

 [facebook.com/profile.php?id=100092404786403&sk=about_contact_and_basic_info](#)


Gambar

[Lihat Semua Foto](#)




6.3 Facebook (FB) Post

6.3.1 Teaser

 Nz Crunchies Puncak Alam
16 Mei · 🌐

NZ Crunchies 🔥🔥
snack lazat yang mempunyai pelbagai perisa. Menjadi kegilaan ramai kerana rasa nya yang istimewa dan mengikut citarasa terkini. Berminat? pm sahaja di nombor (Danial) dar (lylia) ataupun tekan sahaja action button di profile



 Nz Crunchies Puncak Alam
16 Mei · 🌐

COMING SOON
WILL BE LAUNCHING

#crunchie
#viralsnack

Lihat Terjemahan



Kesibukkan punca tak sempat makan
Kebanyakan orang stres dan penat bila buat banyak kerja sampai tak sempat nak makan sehingga boleh membahayakan kesihatan. Bila da lapar sangat rasa nak makan tapi makanan pula tiada. Ramai tau yang makanan adalah sumber tenaga dan boleh mencergas kan otak tapi ada sesetengah orang sibuk dengan kerja sampai barang2 dekat dapur pon lupa nak beli. Kalau ade pon ade jugak yang malas nak masak. Untuk pengetahuan anda snek adalah makanan yang pal...
Lihat seterusnya



6.3.2 Copywriting-Hard sell

"KEGEMARAN ANAK-ANAK"

3 Perisa ni memang selalu jadi pilihan parent untuk anak-anak - Edisi manis
korang yang suka perisa ringan-ringang pun boleh cuba 😊



NZ CRUNCHIES bermacam- macam perisa rugi kalau tak cuba - TAK HENTI CRUNCHIES



Yang mana menjadi pilihan korang? Min suka korean BBQ.. pm untuk maklumat lanjut.

SNEK *NZCRUNCHIES* APA PILIHAN KORANG TIME TENGAH MAIN GAME?

1. *Sate Kuning*
2. *Chocolate Supreme*
3. *Seaweed Teriyaki*
4. *Korean BBQ*

Make **YOUR DAY** with *NZCRUNCHIES*

The advertisement features a bright orange background. At the top, it asks "SNEK NZCRUNCHIES APA PILIHAN KORANG TIME TENGAH MAIN GAME?". Below this, four snack bags are displayed in a 2x2 grid, each numbered. The bags are: 1. Sate Kuning (yellow), 2. Chocolate Supreme (brown), 3. Seaweed Teriyaki (green), and 4. Korean BBQ (red). At the bottom, it says "Make YOUR DAY with NZCRUNCHIES" and includes the NZ CRUNCHIES logo and a cartoon character.

NAK.. mak teringin nak makan nzcrunchies..
perisa-perisa "savoury" ni sesuai untk semua peringkat umur..



EDISI PEK JIMAT 45Gram.. korang dah grab belum? sesuai untk jadikan goodies..



!! NZCrunchies !!

Snek popia berhantu yang murah dan telajak sedap.
Terdapat pelbagai perisa yang anda WAJIB cuba kesemuanyaa....
Nak dapatkan nzcunchies ni Sila tekan link ws 🤝



BETUL KE HALAL ???

Kesemua produk NZCrunchies dihasilkan dari bahan-bahan ramuan yang halal ya korang.
Ha cepat grab!! nak perisa yang mana?????... Lihat seterusnya



NZ Crunhies 🌟

Kelebihan kerepek kulit popia yang sangat sedap dan ranggup. Semuanya sangat sedap....🤤

RM10 per botol. Sangat Berbaloi !!!!

Berminat untuk order sila tekan link ws 📩



NZ CRUNCHIES TAK HENTI CRUNCHIES 😊

RM10 per botol. Sangat Berbaloi !!!! Berminat untuk order sila tekan link ws 📩



3.3.3 Copywriting-Soft sell

Mesti cubaa rasa roti bakar.. tak henti CRUNCHIES



HEALING BERSAMA NZ CRUNCHIES 🍳🥚

bayangkan anda healing tengok sunset dgn NZ CRUNCHIES

peminat NZCRUNCHIES Golden Salted Egg boleh menikmati snek kegemaran korang dimana2 sahaja dengan pek pouch 60 dan 45 gram..



Korang pening nak sarapan apa? korang tak sempat nak buat sarapan? Mari cuba perisa ni.. korang boleh cuba dengan freshmilk pasti bertambah-tambah..



Memperkenalkan perisa terbaru dari NZ CRUNCHIES dalam versi pek.. so sesiapa peminat tomyam wajib cubaa.. pasti jatuh cinta..



MADU DI TANGAN KANANMU 🍯
SESIAPA YANG NAK BERMADU TANPA DIMARAH ISTERI MARI CUBA NZ CRUNCHIES Perisa honey cheese..
korang tk perlu bingung2 nak buat pilihan.. kali ni NZCRUNCHIES gabungkan kedua-dua madu dan keju sebagai perisa unik terbaru!!!



GENG PENGGEMAR MAKANAN PEDAS, SILA HADIR!!!!
betul ke rasa pedas flaming salted egg mampu lawan rasa pedas ramen?
BERAPA EMOJI 🌶️ korang nak bagi untk rate kepedasan nzcrunchies ni ?



TERBAHARU!!!! 🍴

Kini anda boleh nikmati NZCrunchies perisa Tom Yum Seafood dalam EDISI POUCH BAG!

Lebih jimat, extra 'KRUPPPKRAPPP'

Hubungi kami untuk order sila tekan link ws 📩



POUCH BAG TERBAHARU!

RM3.00 (SM)
RM4.00 (SS)

www.nzcrunchies.com

POUCH BAG!!.. Sangat Berbaloi!!!!

Berminat untuk order sila tekan link ws 📩



HAVE A CRUNCH?

Golden Salted Egg

MeSTI

WWW.NZCRUNCHIES.COM

⚡ NZCRUNCHIES ⚡ Teringin nak makan snek kulit popia pelbagai perisa? 🤔 NZ Crunchies kan ada 😊 Jom dapatkan NZ Crunchies
RM10 per botol. Sangat Berbaloi !!!!
Berminat untuk order sila tekan link ws 📩



NZ CRUNCHIES TAK HENTI CRUNCHIES 😊
Kini dengan perisa SATE KAJANG !!
RM10 per botol. Sangat Berbaloi !!!!
Berminat untuk order sila tekan link ws 📩



7.0 Relevant Graphic for Each Post



PRODUCT DETAIL

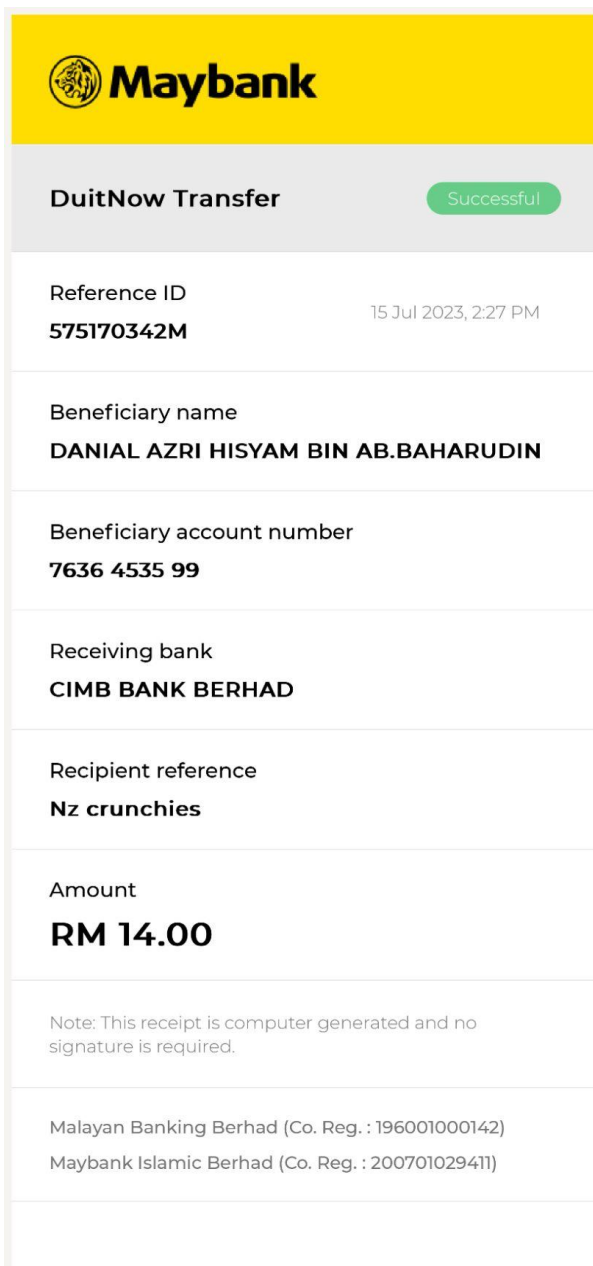
HERE 3 SIMPLE STEP

1. KINDLY SEND US A DM ITEM YOU DESIRE
2. WE'LL REPLY ASAP AND GIVE DETAIL FORM
3. MAKE A PAYMENT AND SEND US DETAIL RECEIPT


CALL US FOR PURCHASING

DANIAL
IYLIA

8.0 Sales Report







DuitNow Transfer Successful

Reference ID **572339890M** 15 Jul 2023, 1:25 PM

Beneficiary name **DANIAL AZRI HISYAM BIN AB.BAHARUDIN**

Beneficiary account number **7636 4535 99**

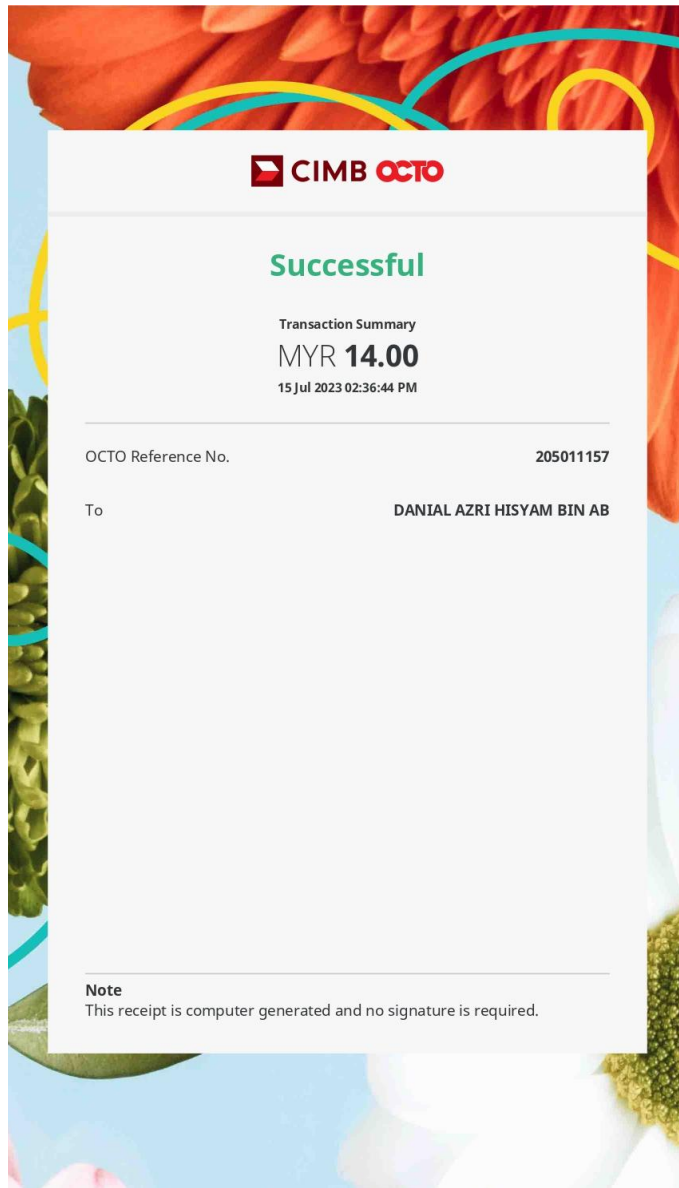
Receiving bank **CIMB BANK BERHAD**

Recipient reference **NZ Crunchies**

Amount **RM 14.00**

Note: This receipt is computer generated and no signature is required.

Malayan Banking Berhad (Co. Reg.: 196001000142)
Maybank Islamic Berhad (Co. Reg.: 200701029411)



Go-eCommerce

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create At
NZ Crunchies Puncak Alam	15/07/2023	online	Shopee		14				Honey Cheese	15/07/2023
NZ Crunchies Puncak Alam	06/07/2023	online	Shopee		14				Korean BBQ	15/07/2023
NZ Crunchies Puncak Alam	15/07/2023	expenses				Delivery	Postage	4	SHOPEE EXPRESS	15/07/2023
NZ Crunchies Puncak Alam	15/07/2023	online	Shopee		24				cHOCOLATE SUPREME AND HONEY CHEESE	15/07/2023
NZ Crunchies Puncak Alam	15/07/2023	expenses				Delivery	Postage	8	JNT EXPRESS	15/07/2023
NZ Crunchies Puncak Alam	15/07/2023	offline			10				COD HONEY CHEESE	15/07/2023

Table 1: Transaction List of NZ Crunchies

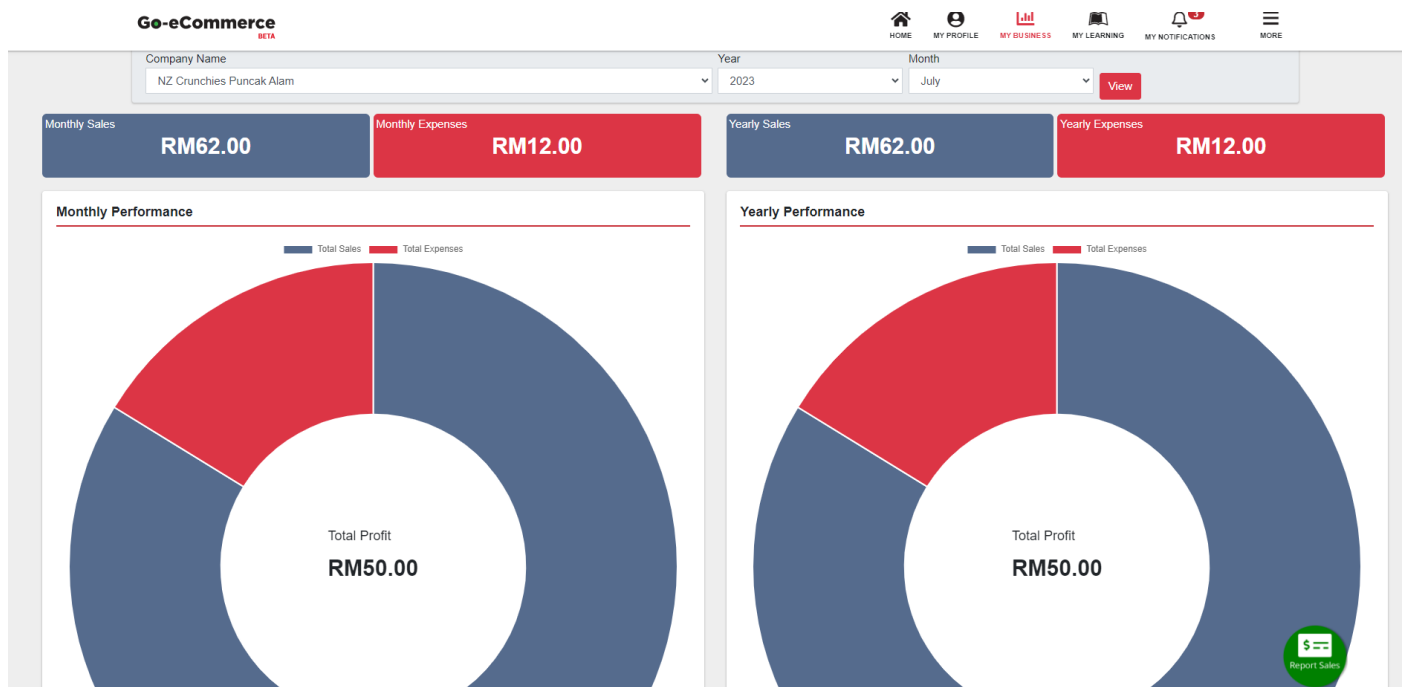


Table 2: Sales of NZ Crunchies

Product Sales Report

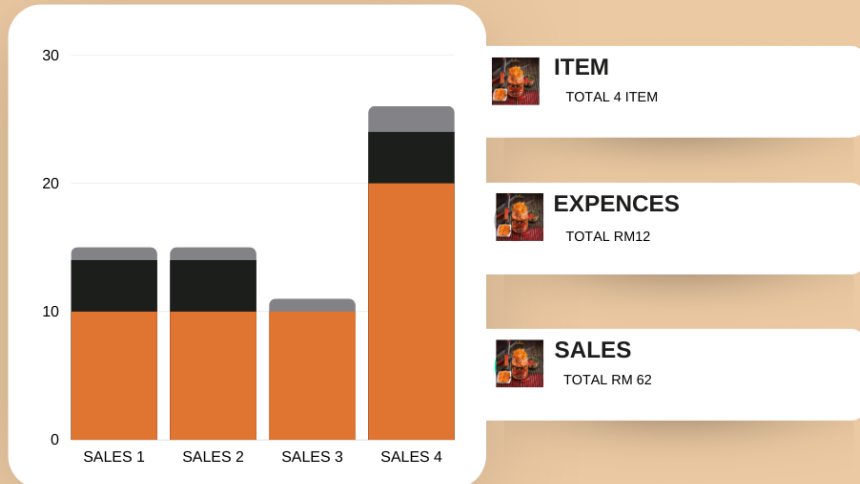


Table 3: shows a graph of NZ Crunchies sales

9.0 Conclusion

In this sophisticated world, all societies live in a world of technology where gadgets like smartphones, laptops and so on have become a mandatory necessity in the life of every society. It has indeed been proven that social media has become a very powerful and trendy platform nowadays where most businesses have engaged their customers in it. Now, it is not surprising if social media can so easily influence the activities of an individual in any situation. One of the most popular social media platforms today is Facebook which ranks first for the most popular social network category in the world, where over 4.5 billion people are currently using Facebook. Therefore, we have chosen the Facebook platform as the best platform for us to start our business.

The reason why we chose Facebook as our business platform is because of the facilities provided by Facebook such as there is a comment or message section where customers can directly chat with us to get more information about the products we sell. One of the ways we do to attract customers to alert them of the existence of our business, following and liking our page is by using wise and well planned in keeping our business marketing strategy in good shape.

We do a variety of ways to promote our sales products by making our business Facebook page become an interesting page by posting some copywriting such as teasers, hardsell, and soft sell. Copywriting like a teaser is a way we give question marks to customers and make them eager to find out what products we will be releasing. Meanwhile, hard sell is a method for us to promote our sales products directly to customers. In addition, soft sell is also a way for us to attract customers by providing some tips or general facts and at the same time we indirectly promote our products. The most important part we learn in business using these social media platforms is how we are looking for the best ways to engage directly and indirectly with customers as well as build strong relationships with our customers.