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UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

CRUNCHILY.CO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

**FACULTY & PROGRAMME : FACULTY OF BUSINESS AND MANAGEMENT,
BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
INTERNATIONAL BUSINESS**

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NAME : NUR SYAKIRAH BINTI SAHAIMI

STUDENT I/D : 2020997075

LECTURER : PUAN ARNIDA JAHYA

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EXECUTIVE SUMMARY

Crunchily.co is a business that is owned by Nur Syakirah Binti Sahaimi. For now, the business is handled independently with the help of one other staff to handle the packaging for delivery and delivery. The products available in the store is from Mouthgasm Crunchy as Crunchily.co is operated as an agent under Mouthgasm Crunchy. The main objective of the business is to provide the customers with high-quality of light chocolate jar snack with an affordable price.

The business started its marketing in Facebook since May 2021 and is receiving a good engagement with people from Facebook. There are many competitors on Facebook that sell the same product as Crunchily.co but with a different brand, ingredients, and price. Moreover, Crunchily.co could guarantee the product quality is worth every money that the customers pay for the products. Additionally, there are some famous people or artists has reviewed Mouthgasm Crunchy's product in their social media. This will make the potential customer feels more confident to purchase the products.

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

This business's name is Crunchily.co and it is located at No. 20, Jalan Dataran Wangsa Melawati, Wangsa Maju, Setapak, 53300, Kuala Lumpur. The business name has been decided as our main product is from Mouthgasm Crunchy, which is a sort of chocolate jar with cookies crumbs in it. This completed the idea of the business's name because the ingredients in the chocolate jar is crunchy and delicious.



FIGURE 1: LOGO OF CRUNCHILY.CO

The logo of our business is inspired by the shape of cookies which is a simple design to attract our customers. The motto for this business is 'feel the crisp, enjoy the crunch', which means our customers need to feel the crisp from the baby cereals and enjoy the crunch of the cookie's crumbs.

2.2 ORGANIZATIONAL CHART



FIGURE 2: ORGANIZATIONAL CHART OF CRUNCHILY.CO

2.3 MISSION AND VISION

The mission of Crunchily.co is to offer all ages of Malaysian of light snacks that they could enjoy with their own style and creativity.

As for the vision of the Crunchily.co is to be the one of the business that is customer friendly and providing snacks that is affordable for everyone to purchase.