



اَوْنِبُوْ سَيِّتِيْ تَيْكُونُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO



ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

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1.0 Acknowledgement

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2.0 Executive Summary

The business that I have choose is Cookies Most Wanted which is own by a muslim company named Mad About Cake. The founders are both friend who at first started taking order for their friend's wedding and now it has turned to be a reputable business. The core business of MAC is designing and creating custom made cake requested by the client and also producing their very own signature chocolate chip cookies under the brand of COOKIES MOST WANTED

The ways they promote their product is by involve in any food festival and become sponsor for some event. They also promoting through social media such as WhatsApp, Facebook and Instagram. As they welcome agent and dropship for their product, their product easily getting known by public. For this assignment I have registered as one of their dropshipper.

For marketing purposes, I have use social media platform by using Facebook. For 2 month I have successful achieve the target sales by RM 72. I have registered the business under SSM using the Tasty Bites.

4.0 Introduction to business

The business that I have chosen is Cookies Most Wanted which is one of the product from Mad About Cake company. The company is 100% owned by Bumiputera. Mad About Cake was established in year 2008, it started way back as early in year 2002 and now getting known by most of the people.

Their vision is to be famous and well known bakery shop not only in Malaysia but also around the world. While their mission is passionate about baking innovative products that taste great and make every eating experience more satisfying. They will never compromise our product quality or family values and will work each day to exceed customer expectations one order at a time.

Cookies Most Wanted ingredient is like the following :

Flour, Chocolate Chip, Sugar, Butter, Almond, Egg, Sodium Bicarbonate & Vanilla Essen

The price is RM8 for 50g

Organizational Chart :

