



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP**

**(ENT530)**

**SOCIAL MEDIA PORTFOLIO**

**GROUP:AC2203E**

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## **EXECUTIVE SUMMARY**

This business was started on 25 September 2019, a few days after we got our certificate for Suruhanjaya Syarikat Malaysia (SSM). This business was an idea from my family and all of my family members involve in my business.

The name of our business is FL Mamavellous Bakery which FL is our mother name Fauziah Lockman and mamavellous is combination of mama and marvelous. This is because our cookies was homemade and the recipe was from our mother. Furthermore, we also feel that the taste of our cookies will make our customer feel marvelous and happy when they eat our cookies.

We use our own house at Kampung Manis, Perai, Pulau Pinang as our business premise because of this was strategic place for us and we can save our budget for rental other premise. Beside that, we only sale our product by delivery. So there no need cost to decorate our premise to attract the customer. All delivery was free of charge inside the town of Perai and outside that we will charge base on the distance.

Our main target customer for this product is married woman. This is because woman more like to eat cookies and from this we also can attract their child to like our product also. This will make our sell increase.

The business was founded by myself Muhammad Ikhwan bin Sobri and become the director for this business. This business was assisted by three head department which is Nurulain binti Sobri as marketing manager, Nur Liyana binti Sobri as finance manager and Fauziah binti Lockman as operating manager.

Lastly, this social portfolio guide us on how to start business using media social and how to attract our customers and introduce our product to customers. We need to set our customers target in order to make sure that our business running perfectly. We should know what customers' need and their desire and also we need to know how to handle and solve upcoming problems that may incur in our business.

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## 2 INTRODUCTION

### 2.1 Business profile

**Business Name** : FL MAMAVELLOUS BAKERY  
**Business Address** : NO 13 KAMPUNG MANIS,13600 PERAI,PULAU PINANG  
**Owner** : MUHAMMAD IKHWAN BIN SOBRI  
**Telephone no** : 0174135309

### 2.2 Organizational Chart

FL Mamavellous Bakery is co-founded by Managing Director Muhammad Ikhwan bin Sobri assisted by four loyal head departments which are Nurulain binti Sobri as marketing manager, Nur Liyana binti Sobri as finance manager and Fauziah binti Lockman as operating manager.

