



UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

“BROWNIESLICIOUS”

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
HUMAN RESOURCE MANAGEMENT

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PROJECT TITLE : SOCIAL MEDIA PORTFOLIO – “BROWNIESLICIOUS”

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EXECUTIVE SUMMARY

A sweet chocolate dessert that has a history of different stories of origin. Brownies have derived from chocolate cakes, becoming a denser and shorter version. Typically a brownie is approximately 1 inch in height and since it is quite dense, it has a chewy texture that provides a very sweet flavor. There are a wide variety of different types of brownies made.

There are many types of brownies which is classic brownies, fudgy brownies, chewy brownies and cake-like brownies. The classic brownie consists of just a few ingredients which is butter, sugar, chocolate, eggs and flour. Fudgy brownies have a minimum of flour (about half a cup and no leavening such as baking powder at all). Melting the butter rather than creaming it with sugar yields a denser, fudgier outcome. Unsweetened chocolate is standard with a full cup of sugar required to balance its bitterness. Furthermore, cake-like brownies contain less butter and more flour than fudgy brownies as well as a bit of baking powder to make them softer. Thus, for chewy brownies usually get their texture from two factors which is an extra egg and a combination of different types of chocolate.

As a new seller, social media such as Facebook and Instagram is a platform where a new seller can promote their products. The location for baking brownies and selling the brownies is from my house. We prefer cash on delivery (COD) for the payment method. It is easier for myself and it also can attract the customer to repeat the order. There is free delivery around Klang Valley. As we know nowadays, people love to eat finger foods like brownies. Brownies have great demand during occasions. My customer often bought as a birthday, souvenir or ate as a snack.

Our clients are customers identifying as middle and low class. We offer the affordable price for low income and poor families. Brownieslicious offer a variety of brownies with different toppings.

TABLE OF CONTENT

	PAGE
TITLE PAGE	1
ANKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
TABLE OF CONTENT	4
1. INTRODUCTION OF BUSINESS	
1.1. Name and address of business	
1.2. Organizational chart	5-7
1.3. Mission / Vision	
1.4. Descriptions of products / services	
1.5. Price list	
2. FACEBOOK (FB)	
2.1 Creating Facebook (FB) page	
2.2 Customing URL Facebook (FB) page	
2.3 Facebook (FB) post – Teaser	8-23
2.4 Facebook (FB) post – Copywriting (Hard Sell)	
2.5 Facebook (FB) post – Copywriting (Soft Sell)	
2.6 Frequency of posting	
2.7 Sales Report	
3. CONCLUSION	24

Introduction of business

1.1 Name of the business:

Our company's name is Brownieslicious. The reason we use brownieslicios as company name is because we want to make brownies with different topping and good taste.

1.1 Address of business:

Our business is located at A9-08, Green Suria Apartment, Jalan Green Suria, 43200 Seri Kembangan, Selangor which is at my own house.

1.2 Organizational Chart

This is partnership business which is consisting of three business partners. The manager which is one of the business partners and responsible for the finance and budgeting of the start up money. The other business members will be the baker. The other member is the seller which is also the one responsible for advertising.

