



UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

SOCIAL MEDIA REPORT

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Program : Bachelor of Business Administration (Hons) Human Resource Management
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Group Name : NBH6B
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Submitted to

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Submission Date

26th May 2019

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ACKNOWLEDGEMENT

Alhamdulillah, we are most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirements that need to be accomplished in the course work assessment for the code ENT 530.

In performing our assignment, we had to take the help and guideline of some respected persons, who deserve our greatest gratitude. The completion of this assignment gives us much pleasure. We would like to show our gratitude Mrs Zanariah binti Zainal Abidin for giving us a good guideline for assignment throughout numerous consultations.

There are a lot of challenges that I need to face, which I need to encourage more people to attract with my product since there is a lot of competitors out there. Through these problems i manage to become more energized in promoting my product and mature in dealing with problems that occur during our research.

Lastly, I would like to expand our deepest gratitude to all those who have directly and indirectly guided me in writing this assignment for the effort and initiative that they have shown in our project until we successfully completed my social media report.

EXECUTIVE SUMMARY

Brownielicious is a business that running the business through online which selling the brownies that has a various topping on the top. The main topping consists of chocolate, fruits and nuts. Customer can customize based on their preference. Apart from that, this business is one of the strategies to attract people who loves chocolate. Customer came from student, private and public sector employee and of course housewife.

In addition, by choosing the name of brownielicious it is to shows that our brownies are the most preferred taste within customer in term of less sweet and chewy when eating the brownies. Some people want to control their nutrition by taking less sugar in order to be healthy. The idea of selling these brownies is because we want to serve to our customer the healthy brownies but delicious to eat.

However, we also have some strategies in order to expand our business. We are taking seriously regarding complaint and feedback from the customer. By having the feedback, we can improve our brownies recipe according to the customer requirement. Considering all the feedback, we believe that we can maintain the customer loyalty.

Hence, our business encourages people to practice healthy lifestyle and believe that eating brownies is not one of the bad things to eat because we used the best ingredients to make the brownies stay on the healthy one. In addition, simple recipe substitutions can cut down on the amount of fat and calories which the customer don't have any worries to eat some dessert.

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1.0 INTRODUCTION OF BUSINESS

1.1 Name and address of business

Name of the business : Brownielicious
Address : No. 46 Jalan 19, Pandamaran Jaya,
42000 Pelabuhan Klang, Selangor
Owner : Nurhawa Illiyani Binti Zainuddin
Contact : 013-7546542
Facebook : @brlicious
: <https://www.facebook.com/brlicious/>

1.2 Organizational Chart



Owner Brownielicious

Nurhawa Illiyani Binti Zainuddin

1.3 Mission and Vision

Mission

Offering brownies in extraordinary taste and healthy with intense care and guaranteed freshness upon arrival.

Vision

Customer satisfaction, offering unforgettable impression and widening our span.

this is more like mission also