



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

DAILY
BAKED



PUNIVERSITI TEKNOLOGI MARA
(UITM) Shah Alam, FACULTY OF
COMMUNICATION &
MULTIMEDIA STUDIES
BACH OF MASS COMM (HONS)
OF PUBLIHsing (MC245)
PRINCIPLES OF
ENTERPRENUERSHIP (ENT 530L)

PREPARED BY: MUHD
HAFIZUDDIN BIN MD YIDIN
2019584341

PREPARED FOR: NOR SARA
NADIA MUHAMMAD YUNUS

DAILY BAKED

ACKNOWLEDGEMENT

Firstly, I would like to express my gratitude to Almighty Allah S.W.T to enable me to complete this social media portfolio. I would like to thank and express my sincere gratitude to my lecturer for the subject Principles of Entrepreneurship, Madam Nor Sara Nadia Muhammad Yunus for teaching and guiding me to complete this social media portfolio.

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I would also like to thank my family for giving me the strength and support to complete this social media portfolio. Also, to my mum and my cousin for giving me a clear idea on how to complete this social media portfolio perfectly.

DAILY BAKED

Executive Summary

All Uitm student that take Principals of Entrepreneurships subject need to choose one product to sell. The purpose for this report was to analyse on what kind of marketing strategy. Nowadays we can see that most of the people have internet and social media account so that we can categorize social media as one of the famous platforms to involve in online business. For example, Facebook so that I can gain and attract customer through this social media. In this individual project, I have chosen to name my business is DailyBaked.

IdailyBaked is an online bakery company and was founded by Muhammad Hafizuddin Bin Md Yidin in 2019. Bakery and cooking has been a passion and it became a stepping stone to starating off as a business. The foundation of the business was to make it accessible for people in Kuantan area to having baked goods that mostly sell in cafe in Kuala Lumpur.

With the guidance of the subject Principles of Entrepreneurship, I have learned to expand my business on another social media platform which is Facebook. This subject requires us to execute an online marketing campaign. I have chosen to proceed with DailyBaked as it may help with the exposure of the business.

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INTRODUCTION OF BUSINESS



1.1 NAME AND ADDRESS OF BUSINESS



- **NAME OF BUSINESS: DAILYBAKED**
- **ADDRESS OF BUSINESS : NO 21 LORONG 26 BUKIT SETONGKOL
TAMAN CENDERAWASIH, 25200, KUANTAN PAHANG**
- **FACEBOOK ADDRESS :** <https://www.facebook.com/DailyBaked-102074561716963>
- **TELEPHONE NUMBER : 0139656695**
- **FORM OF THE BUSINESS : FAMILY PROPRIETORSHIP**
- **TYPE OF BUSINESS : BAKERY GOODS**
- **DATE OF REGISTRATION : 4 OCTOBER 2019**