



اَوْنِيُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

INDIVIDUAL ASSIGNMENT

TOPIC: SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

Castello Cake product provide happiness by selling sweet things to the customers. All of our products offered by a really affordable prices to our beloved customers and also giving them the right to choose any kind of design and flavour. Besides that, the customer also can combine the flavour and the topping for some specific cakes. Also, our shop can help customer to design the cake in the way their want it to be. Our shop also sell different kind of sweetness.

The target audience is people who craving sweetness with a cheap price but still delicious and need option or want to create their own design style in order to meet their preference. Our aim more likely to the people who wish make event, to give present or surprise, or event to themselves some reward for work hard.

Our business began to run on November 2020. As the plan we do target some specific are because our product needs to be received fresh and good condition. Our product can actually be proceeds by deal using online message or calling our shop, but for more detail we would like to have a face-to-face discussion in order to make sure that our customer satisfied with their order including the taste and also the outside design but if it is not convenient for them it okey.

The marketing strategy that is used by Castello Cake is the list of prices but not really specific because some of the price need to be decided according to the design, pieces and the cake toppings. Whatever guarantee their satisfaction on the design is acceptable. Strategy in this way will attract customer's attention as we value the customers' wants and needs.

Castello cake product only owned and work by Nuha Sabrenna binti Mohd Zukari. Our business product also used Facebook page as a platform to attract customers because media social platform is more famous, gain more awareness and gain more sales at once. The ways we promote Castello Cake by doing teaser post, soft sell and also hard sell as our sale posting on Facebook to promote our beloved products.

1.0 INTRODUCTION OF BUSINESS

1.1 Name and Address of Business

The name of Castello Cake is from Italian word that bring the meaning of castle. My purpose in choosing this name because I would like to emphasize the uniqueness of my shop for my customer. Using others language word could give the variation to the customer itself. As for our target market, Castello cake is target for all the teenagers and above with range 18 – 60 years old as our cake and desserts are suitable for any kind of individual that like to eat sweet stuffs and teenagers nowadays more likely love get something by their own-self.



Figure 1.1: Castello Cake Official Logo