



اَوْنُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF INFORMATION MANAGEMENT
MARA OF UNIVERSITY TECHNOLOGY**

INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME : BACHELOR OF INFORMATION SCIENCE
(HONS) RECORD MANAGEMENT**
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Thank you.

EXECUTIVE SUMMARY

Nana's cupcakeliciousss is a bakery that we are proud to satisfy every customer with every bite of our delicious cupcake. Our bakery offers a selection of flavours of cupcake that anybody will love. Our business intends to become a profitable firm with a wide range of clients. The delicious cupcake is favoured by individuals of all ages and will be our target market. Cupcakes are a low-cost food that practically anyone can buy.

It will launch a grand opening to gain customer awareness when Nana's cupcakelicious first opens. The event will offer a free sample of a delicious cupcake and increase customer purchase in order to meet market curiosity and want. The marketing tactic used by nana's cupcakeliciousss is the prices that are given lists. Whatever ensures their satisfaction with the discounts we have provided is sufficient. This approach would draw more attention from customers as we respect the preferences and wishes of customers.

Nana's cupcakeliciousss only owned and work by Hana Sofwa binti Mat Saad. Our business also uses the Facebook page as a platform for us to draw online customers and also customers that live within our business. It will gain more attraction and knowledge with this and generate our sales. To promote our business, we will promote our company using teaser, hard sale and soft sale as our posts on the Facebook page.

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2.0 Introduction Of Business

2.1 Name And Address Of Business

Nana Cupcakelicious is our store name. Based on our product that we market, which is cupcake, this name was determined. Our company slogan "*Come taste the cupcake of paradise*" shows that our cupcake lets buyers repeat it again and again. It's also worth buying a cupcake from our store. As for our target buyers over 20-55 years old, our cupcake is ideal for all buyers. The address of our business is No 224, Felda Keratong, 26900 BTAR, Pahang.

2.2 Organizational Chart



**FOUNDER OF NANA'S
CUPCAKELICIOUS
(HANA SOFWA BT MAT SAAD)**