



اَوْبِقُوْا سِيَّتِيْ مَا تَكُوْنُوْا لِيْ مِمَّا رَا
UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

GROUP ASSIGNMENT (2)
SOCIAL MEDIA

| | | |
|------------------------|--|------------|
| Faculty | Faculty Business and Management | |
| Program | Bachelor Business Administration (hons.) Retail Management | |
| Program Code | BA 245 | |
| Course | Entrepreneurship in Retailing | |
| Course Code | RET 647 | |
| Lecturer | Madam Zarith Delaila Binti Abd Aziz | |
| Semester | 5 | |
| Group Name | THE DOUGH KNOT | |
| Group Members | Afiq Irfan Bin Mahazim | 2018228188 |
| | Fatin Nadhirah Binti Amry | 2018227974 |
| | Nur Athirah Binti Bahaman | 2018264076 |
| | Nur Izzah Binti Mohd Zulkaflee | 2018250724 |
| | Nur Nabila Binti Salleh | 2018695984 |
| | Nurhafizah Binti Abd Kahar | 2018205522 |
| | Nurulnabilah Binti Ruah | 2018216464 |
| Submission Date | 8 th January 2021 | |

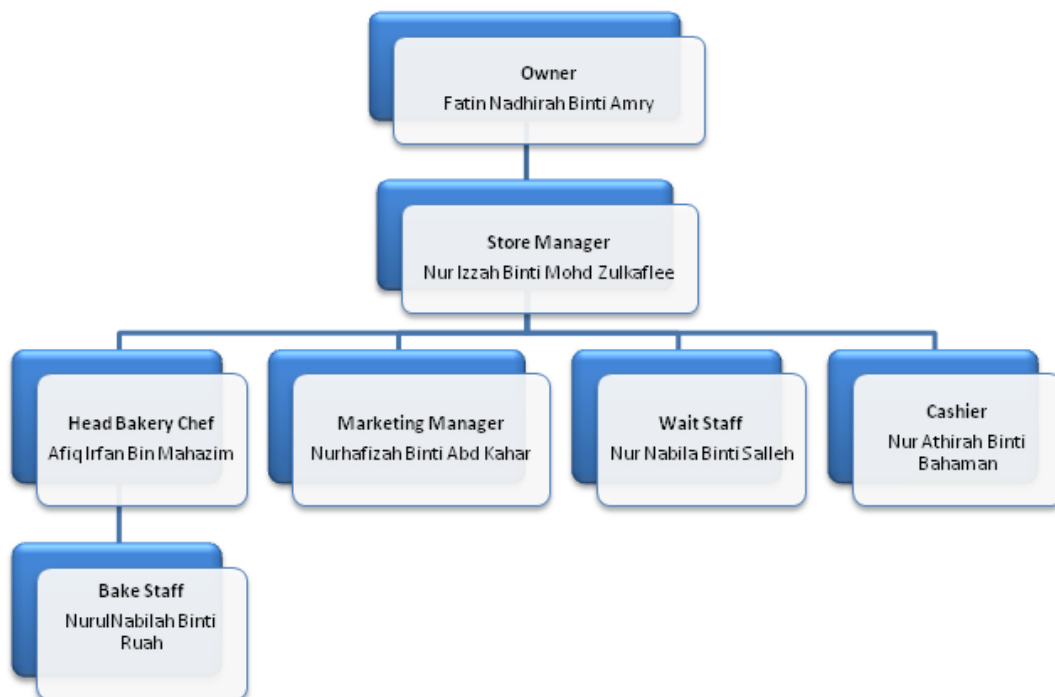
Introduction of Business

i) Name and address of business

Name: THE DOUGH KNOT

Address: Located at 15, Jalan PU3/3C, Taman Puchong Utama, 47100 Puchong, Selangor, Malaysia.

ii) Organizational chart



iii) Mission and vision :

Vision:

To be a world class brand that sells donuts of high quality and to have a special customer experience

Mission:

- i) To create a donut cafe which provides the best donuts in town.
- ii) We want to become a favourite donut cafe in the district.
- iii) Customers who come to our cafe will receive friendly service and we will serve everyone better than others.

iv) Description of products / services

Our main product is donuts with various flavours such as Peanut Butter Glaze with 100% premium nuts as the toppings. Next is Overload Vanilla Oreo, a combination of vanilla with oreo cookies for customers who love cookie cream taste like. Then, The Dough Knot also has coffee edition donuts which are Mocha Glaze, Macchiato Irish and Latte Italiano donuts for coffee lovers. A donut will not be complete without the main and classic flavours which are Chocolate Choco, Strawberry Jelly and Shredded Cheese donuts. Lastly we also have Salted Caramel Peanuts donuts. For special edition flavour, we have matcha green tea, durian fillings, mango fillings and also we have blueberries edition. All the ingredients that we use to produce the donuts are premium.

v) Price list:

The price that The Dough Knot offer to the customer are reasonable and affordable.
1 pcs for RM3
2 pcs for RM5
6 pcs for RM15

B. Facebook (FB)

i) Creating Facebook (FB) page



This is the timeline photo and profile picture of our Facebook page.

ii) Customizing URL Facebook (FB) page:

<https://www.facebook.com/thedoughknotz>

iii) Likes

We have created this page on 20th October 2020, and a total of 129 people have like this page of the dough knot.

About

 15, Jalan PU3/3C, Taman Puchong Utama 47100 Puchong, Selangor, Malaysia 



Promote your business locally to lead people directly to 15, Jalan PU3/3C, Taman Puchong Utama 47100 Puchong, Selangor, Malaysia.

 Sweet shop 

 129 people like this

 128 people follow this

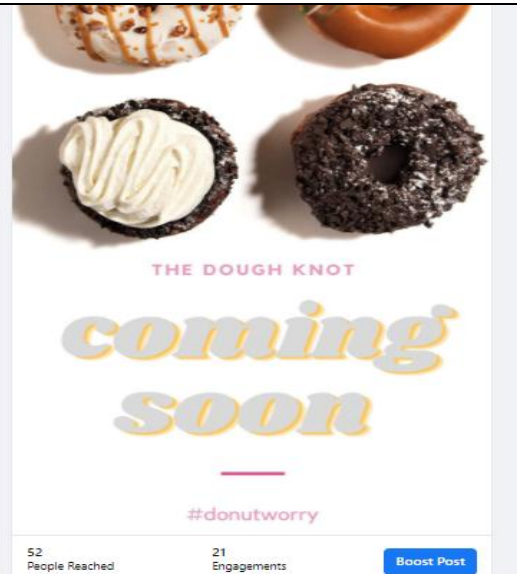

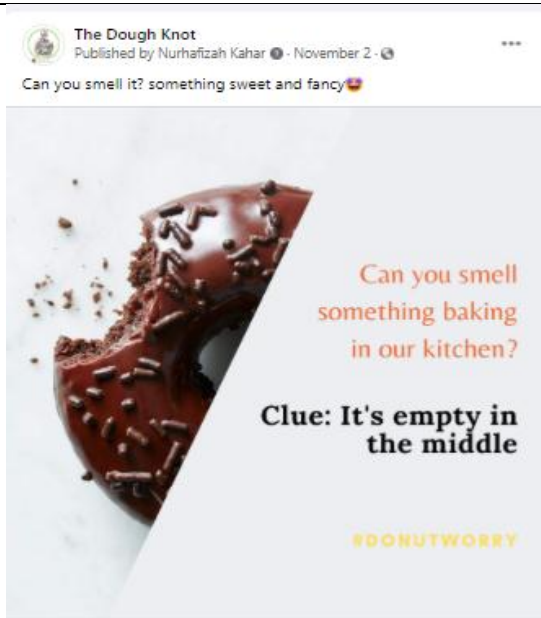

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 +6011-6548901 

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ii) **Facebook (FB) post – Teaser**
 The total for the teaser post is 15 posting.

| | |
|--|--|
|  <p>52 People Reached 21 Engagements Boost Post</p> |  <p>68 People Reached 21 Engagements Boost Post</p> |
|  <p>72 People Reached 20 Engagements Boost Post</p> |  <p>30 People Reached 7 Engagements Boost Post</p> |