



**FACULTY OF BUSINESS AND MANAGEMENT - HUMAN RESOURCE
MANAGEMENT (BA243)**

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO

**BUSINESS NAME:
"CREAM PUFF GEBU'S"**



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ACKNOWLEDGEMENT

Alhamdulillah, first of all I would like to “thanks Allah SWT” for giving me the courage and strength to stay strong and healthy to complete this Social Media Portfolio successfully as one of the requirement that need to accomplish in the course work assessment for the subject Principles of Entrepreneurship (ENT530). There are special people in my life whose encouragement and assistance me to made this journey possible and meaningful.

This portfolio would not been possible without those people who has been inspiring me towards the completion of this portfolio. The love and support from my husband and my daughter who has been my inspiration and energy to made me stay strong in every move. Thanks again to my husband because helped me to delivery and selling the cream puff to the customers.

Besides, my highest respect and deep appreciation to my ENT530 lecturer, Madam Zanariah binti Zainal Abidin who has made believe that *“tough time never last however tough people do.”* She also gave me a lot of information and motivation to complete this portfolio. During this business occur, many problems that I faced and I tend to dealing more organized without failed. This portfolio covers social media business using Facebook, sales revenue, creating soft sell, hard sell and creating teaser to attract customers.

Lastly, a thousand thanks to all classmates who has sharing their knowledge and skills to solve problem from big perspective, you all are great and one in million!

EXECUTIVE SUMMARY

Cream Puff is one of the popular dessert nowadays in Klang Valley. I decided to choose and sell the cream puff for my social media business because it has high demand from customers, also will earn more profit. I put the name of my business is Cream Puff Gebu's (CPG) which is focused on the food production in Malaysia. Besides, the shape and custard filing make this cream puff looks tempting and delicious. Moreover, it is suitable to serve for any occasion. To make the cream puff, is not that difficult and the ingredients are easy to find at local shop or supermarket.

Cream Puff Gebu's (CPG) marketing strategy is to emphasize the quality and price of products and services. CPG offer an affordable price because the target customer is for low and middle class. Thus, I had develop many marketing strategies for CPG that include teaser, soft sell and hard sell to give attraction to the customers and buy my product.

The management of CPG consist only two worker which are myself, Norazreen binti Mat Raius as owner of the business and husband, Mohammad Naimullah bin Abd Razak as assistant. Meanwhile, I also created Facebook Page for expand my business through social media and learn how to promote the cream puff by posting the teasers, soft sell and hard sell to get customers. We also need to achieve the sales of the product at least RM61.00 and above.

INTRODUCTION TO BUSINESS

➤ Name and Address of Business

- For this time being, this company using my house as a business location.

❖ Cream Puff Gebu's

❖ No. 40 Jalan Jambu Madu
21/KU10 off Jalan Belimbing
Taman Meru Ria
42200 Kapar, Klang
Selangor Darul Ehsan

➤ Organizational Chart

- This company is single partnership which is myself as a owner and assist by my husband.
However, the organization chart as follow.

