



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
KAMPUS ALOR
GAJAH



FACEBOOK PAGE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

Baked sweets are known as cookies. Most cookies are baked until crisp or just long enough to keep their softness, while some cookies are not baked at all. Cookies can be made in a variety of ways and with a range of ingredients, the same goes for TheManis Bites' cookies.

Nowadays, social media is a great marketing and the most popular medium for online businesses is by using Facebook. On that platform, TheManis Bites serve the customers the perfect addition to other delicious treats and these freshly baked handmade cookies are tasted fabulous.

As a result of the outbreak, cookies consumption has increased, as more individuals are dining at home due to travel restrictions. Because customer happiness is one of the most important indicators of consumer buy intentions and loyalty, TheManis Bites provide the best for the customers. As a result, the target market is individuals who like delicious cookies at an affordable price.

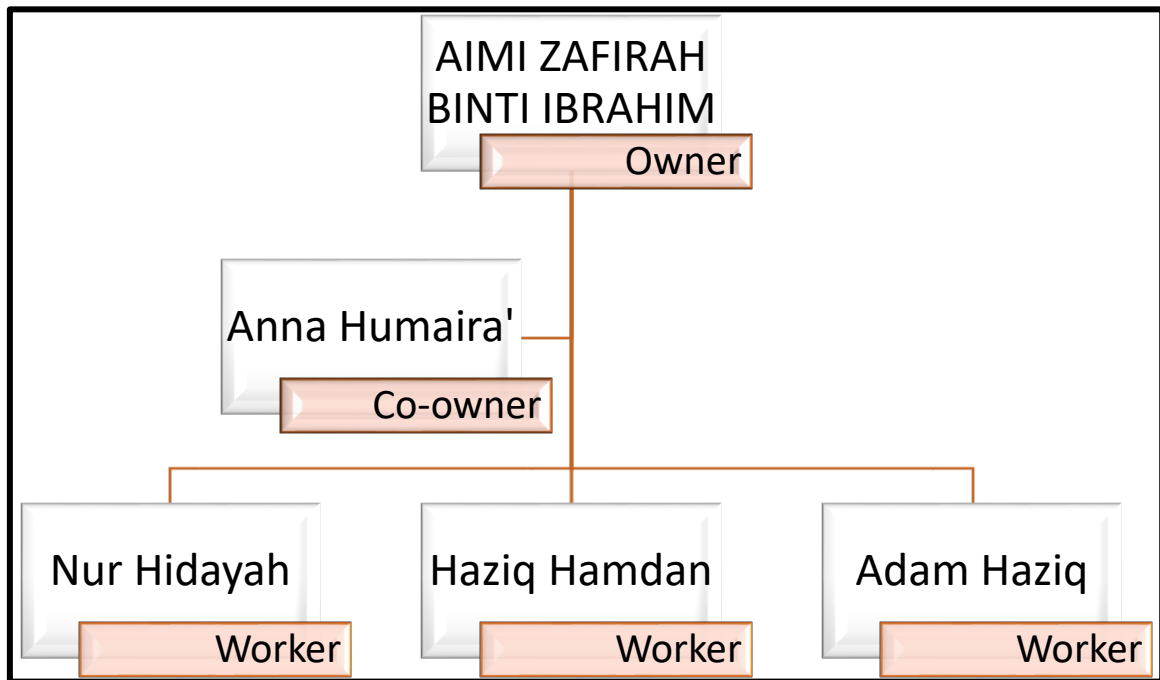
Sustaining expansion requires a robust operational foundation to minimise the risks to the businesses over time. So, by using TheManis Bites' Facebook as one of the strategies to expand the business and with the presence of this Facebook, we hope that it will become a tremendous success for the whole of the business.

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INTRODUCTION OF BUSINESS

- a) i. **Name of the Product** : TheManis Bites
- ii. **Address of Business** : Block B-11-17, Apartment PPAM Seruling, No. 2, Jln P5a/5,
Presint 5, 62200, Putrajaya
- b) **Organizational Chart** :



- c) i. **Mission** : To provide a welcoming, warm environment in which the customers may acquire baked cookies of the highest quality in terms of taste and texture.
- ii. **Vision** : Continue to innovate in cookie baking while remaining the first option of cookies lovers in the immediate neighbourhood.

d) Description of Product

TheManis Bites began as a sole proprietorship in April 2021, with the tagline "Moment of Joy." The name "TheManis Bites" basically describes how happy we are when those cookies melt into our lips in a variety of products. Our cookies are not overly sweet, but they are nonetheless delicious, with crisp and chewy edges and gooey inside.

Hence, TheManis Bites' cookies come in two sizes: bite-size and giant-size. Our bite-sized cookies are small enough to be consumed in one bite. The bite-size pieces make it simple to eat. They're huge enough to share with someone else when it comes to giant size. Those freshly baked cookies are Chocolate Chip Cookies, Dark Chocolate Marshmallow Cookies, White Chocolate Stuffed Matcha Cookies, Red Velvet Cookies and Famous Amos Cookies.

TheManis Bites will use Facebook to advertise the business to all potential customers. WhatsApp will be linked to Facebook via a link on the Facebook Page. The hard sell and soft sell copywriting techniques will be used to sell and promote the Facebook page. Because we want to reach as many people as possible, we shall use a multilingual of Malay and English. Some of the posts are in Malay, while some are in English.

e) Price List

Products	Price (RM)
<u>Flavour</u> (Giant-size) Chocolate Chip Cookies Dark Chocolate Marshmallow Cookies White Chocolate Stuffed Matcha Cookies Red Velvet Cookies	24
<u>Flavour</u> (Bite-size) Chocolate Chip Cookies Famous Amos Cookies	10