



اَوْنُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



TFN Brownie by Liyana

PRINCIPLES OF ENTREPRENUERSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY AND PROGRAMME : FACULTY OF BUSINESS AND MANAGEMENT &
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EXECUTIVE SUMMARY

For this report, I have chosen a product called TFN Brownie by Liyana. The business activities that I have offers to the customers is by selling brownies snack. The business has already been established since May 2021 and is still operating until today which our product already has its own customers.

TFN Brownie by Liyana use social media platforms such as Facebook to exposed its existence and for business to promote brands online. This platform is free for business to utilize because this platform not only caters youth but also elder generation because this platform could give information and entertainment for free. The flexible time customer has, given an advantage to them to access social media anywhere with a connection of internet.

In order to gain more customers and increase the demand, I come out with a marketing strategy which is social media marketing. I am fully utilizing social media platforms which is I created a Facebook page for this business to create awareness of customers, what the company can offer to them, and strengthen our brand. The internet platform helps to engage with customer and boost sales.

The increasing demand of our product results into a good profitable sale revenue to the business project. Our product is suitable for all range of people, not only teenagers but children and adults also love to eat TFN Brownie. TFN Brownie provide customers with four types of flavour which is chocolate chip, walnut, mint and red velvet. Due to its rich flavour many customers left positive feedback upon consuming our brownie.

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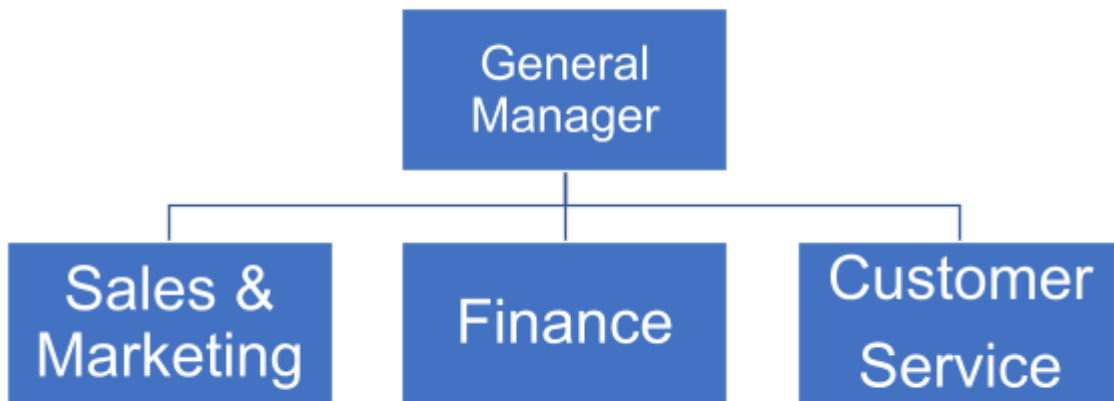
INTRODUCTION OF BUSINESS

1.1 Name and address of business



Name of business is TFN Brownie by Liyana and the address of my business in Jalan Tembusu 2, Taman Merdeka, 75350 Batu Berendam, Melaka.

1.2 Organizational chart



1.3 Company's Vision/ Mission

1.31 Vision

- To serve customers with high quality taste in order to fulfil their satisfaction.
- To make it affordable that suitable with the various types of level income in the community.
- To maintain a good relationship with the customer and create loyal customer base.

1.32 Mission

- To make TFN Brownie a well-known brand and the first choice of Malaysians.

1.4 Descriptions of products / services

TFN Brownie is a business that sells food which is brownies. Our products offer a wide variety of flavours. Among the flavours of brownies available include chocolate chip, walnut, mint and the latest flavour which is red velvet.

The sale of TFN Brownies is through online and face to face. We also cover areas around Melaka to provide customers with cash delivery (COD) services. In addition, we will ship products to our customers using courier services that cover the entire country in Malaysia.