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UNIVERSITI
TEKNOLOGI
MARA

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PUNCAK ALAM

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

ISLAMIC BANKING

BA249

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

TITLE: SOCIAL MEDIA PORTFOLIO

PREPARED BY:

YASMIN AZRA BINTI SHAHEEZAM

(2020477234)

PREPARED FOR:

MADAM SITI ZAITUN BINTI SADDAM

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EXECUTIVE SUMMARY

TFN brownies by Yasmin is selling thin brownies that is new to the market. It is the thinnest brownies in the market, perfect as an on-the-go snack. Currently TFN brownies are selling a variety of 3 flavoured thin brownies which are Chocolate Chip, Walnut and Mint. Consumers have a choice of 3 different flavour to choose from according to their preferences. The price of TFN brownies starts at a price of RM12 for a packet and this price is affordable for all range of consumer's incomes.

Everyone loves brownies, however the traditional brownies that we eat can be quite heavy sometimes when you are just looking for a sweet snack to eat. TFN brownies by Yasmin offers brownies that are created thin and easy for people to consume. The objectives is to produce a snack that is suitable for every situation. With a convenient packaging and size, this snack is also perfect for consumers who are on the move.

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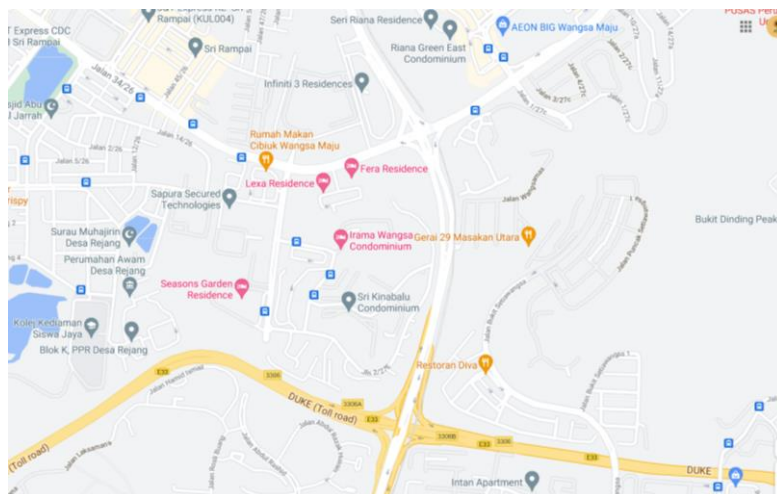
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2.0 BUSINESS BACKGROUND

2.1 Name and Address of Business



The name TFN brownies by Yasmin, comes from the name of the brand and the product itself and I also included that it is by Yasmin which is my name. I included my name as to promote the authenticity of the product as well as to inform people that I am selling the product.



TFN brownies by Yasmin is currently operating at B-23A-01, Kondominium Irama Wangsa, Jalan 3/27E, Seksyen 10, Wangsa Maju, 53300, Kuala Lumpur. Since this business is currently operating on an online platform only, so it is based at my own house. Since I only act as a dropship of the product, I do not hold on to any stock at home and only handle orders from customers through my phone and laptop.