

**BACHELOR OF GRAPHIC DESIGN (HONS)
FACULTY OF ART AND DESIGN**

ENT530 – PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA REPORT

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ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful.

All praises to Allah and His blessing for the completion of this report. I thank God for all the opportunities, trials and strength that have been showered on me to finish this report. I experienced so much during this process, not only from the academic aspect but also from the aspect of personality, that time is gold and procrastination kills.

First, I would like to sincerely thank my lecturer, Madam Rahayu Hasanordin for her guidance, understanding and encouragement to have taught everyone in class to finish this report on time. I thank her for planning and scheduling datelines for us. This semester has been hard on everyone I believe because of the online distance learning. We all face different problems mentally and physically, but Madam Rahayu's submission dates for the group assignments and individual ones of this subject has made it easier for me to cope.

My deepest gratitude goes to all of my family members. It would not be possible to finish writing contents I was not used to. They pushed me to take the opportunity to turn my passion into a small business. I would like to thank my dearest parents, brothers and sister in law for helping me grow and move out from my comfort zone.

I offer my special thanks to all my classmates and friends near and far, Wan Lutfi, Nurul Izzanie, Siti Hajar, Izzati Athilah, Intan Dayana, Muhd Raziq for their never ending support through my hard and easy days and motivation to keep me going.

Thank you.

EXECUTIVE SUMMARY

The.tinypod started their business in June 2020 for selling cakes and cookies. The business started as a hobby, grew into passion and is now has started their online business platform on Instagram and Facebook. The price of their products is estimated to be the same as market price due to the rising cost of raw materials and shortage of labor. The founder is a full-time student; therefore, she is doing this business as her part time job besides earning extra pocket money.

The.tinypod is a combination of two words which is tiny and pod. Pod defines the owner's kitchen and tiny refers to her only oven. Therefore, tinypod means tiny kitchen.

This report will include business information, social media contents, teasers, hard sells and soft sells and conclusion of what I have learned throughout the semester.

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INTRODUCTION OF BUSINESS

The.tinypod was introduced in June 2020, based in a town called Ampang, Selangor. The business started off by selling cakes in mini packs of three different flavors which are red velvet, lemon and pandan gula melaka. Later, the sea salt chocolate chip cookie was added to the menu and received good feedbacks from family and friends. Hence, it then became the best seller among existing and new customers too.

Name:

the.tinypod

Address of Business:

7, Jalan 1/5, Taman Tun Abdul Razak, 68000 Ampang Selangor

Organizational Chart



Founder, Baker, Head Designer, Operational Head

Mission

To bake premium quality cookies, daily and having customers keep coming back for more.

Vision

To produce tasty and delicious cookies, by using premium ingredients in every freshly baked treat and offering excellent customer service.