



اَوْنُوْرَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530) SOCIAL MEDIA  
PORTFOLIO**



**BAKERIES**

A HEALTHY CHOICE FOR THE SWEET-TOOTH

**PROGRAMME CODE:**

BA243 (HONS) HUMAN RESOURCE

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## **ACKNOWLEDGEMENT**

Alhamdulillah, I most grateful to Allah S.W.T for the completion of this Social Media portfolio as one of the requirements that is needed to be accomplish in the course work assessment for ENT530.

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Through this assessment, I am managed to become more organize and mature in dealing with any problems that occur during my business. This portfolio covers social media business using Facebook, creating soft sell, hard sell and teaser to attract more customers.

Lastly, to those who are involving and contributing directly and indirectly to this case study, I am very gladly to them for the effort and initiative that they have shown on our project until Iam successfully completed my social media portfolio as an assessment. Thank you.

## **EXECUTIVE SUMMARY**

TreatsbyTira is a business that sells delicious dessert that is called Cookies. It is suitable for both male and female from young to older age. It is a dessert made by the founder itself, Nur Athirah Ghazali at her house located in Gombak, Batu Caves, Selangor. Our cookies is a go to dessert that can bring anywhere with a simple packaging. We sells cookies with affordable price, which is we make sure that it is slightly cheaper than the market price, while at the same time, customer receives good quality of cookies.

TreatsbyTira started their business in March for the year 2021. Since the production is located in Gombak, Batu Caves, TreatsbyTira covers areas around there which includes KI, Damansara, Subang Jaya, Shah Alam. Moreover, the business also targeted students in UiTM Puncak Alam as well since the founder is a student there. The charges for delivery may be vary according to the location of customers. Cookies is a sweet dish that is suitable for any occasions and can be eaten at any time. We hope that our customers will be satisfied with our cookies and would be able to order more and keep supporting us in the future.

TreatsbyTira uses a social media which is a Facebook page, as a business platform in doing their business activities. By using Facebook, it is easier to gain followers and at the same time, it is an easy platform to promote our products. It is the place where we update our products to our targeted customers by posting both soft and hard sells. Not to forget, it is also very convenient to communicate with our customers using this platform which is by using Facebook messenger.

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## INTRODUCTION OF BUSINESS

- **NAME OF BUSINESS:** TreatsbyTira



*Figure 1: Business Logo*

- **ADDRESS OF BUSINESS:** LOT 143, Jalan KSK Utama, KG Sungai Kertas, Batu Caves, 68100, Selangor, Malaysia.
- **ORGANIZATIONAL CHART**

*Figure 2: Organizational Chart*

