



اَوْبُو سَيْتِي تَيْكُونُو لَوِي كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



Faculty of Business and Management  
UNIVERSITI TEKNOLOGI MARA

**UNIVERSITI TEKNOLOGI MARA (CAMPUS PUNCAK ALAM)**

**FACULTY** :FACULTY BUSINESS AND MANAGEMENT  
**COURSE NAME** :PRINCIPLES OF ENTREPRENEURSHIP  
**COURSE CODE** :ENT530  
**CLASS / PROGRAM** :ENT530X/BA243  
**ASSIGNMENT** :SOCIAL MEDIA PORTFOLIO  
**BUSINESS NAME** :BENTO CAKE KL  
**SUBMISSION DATE** :06/07/2021  
**PREPARED FOR** :MADAM RAHAYU HASANORDIN  
**PREPARED BY** :SITI NAJIHA BINTI MOHD FAUZI (2019848218)

## **Acknowledgement**

I would like to express my special thanks of gratitude to my outmost gratitude to Allah S.W.T, the Almighty, on whom we ultimately depend for sustenance and guidance. I am really grateful as I managed to complete my social media portfolio report successfully within the time given by our lecturer. Secondly, I would like to express my thankfulness to University Technology Mara (UiTM) Campus Puncak Alam, Selangor for giving me the opportunity to carry out this entrepreneurship project. This project has helped me gain a lot of knowledge and prepared me to face the world of entrepreneurship. This project has helped me by briefing me about entrepreneurship world and the idea of how to be an entrepreneur in the future.

Next, my sincere appreciation goes to my lovely lecturer, Madam Rahayu Hasanordin for her guidance, comments encouragement and support given throughout the whole semester for the completion of this report. I was helped by her timely and efficient contribution by assist me to organize carefully and become more matured in dealing problems regarding the assessments. Without their commitment and dedication, this report would not have been materialized

Finally, I am extremely grateful to my parents for their love, prayers, encouragement and sacrifices educating and preparing for my future. I am very much thankful to my friends and classmates also for their support for this whole semester. I would also like to thank you to everyone who had involved and contributed directly or indirectly in my assignment project as they have been shown their effort and initiative until I am able to complete this social portfolio report successfully.

## **Executive Summary**

Cakes wouldn't go out of style, and there are many other aesthetic cakes that have won a lot of popularity recently, and they are Bento cake. Bento cake or known as Korean minimalist cakes, such as aesthetic cakes often have pastel colors and subdued tones, as well as typography and/or basic decorations like florals and beads.

They're perfect for small gatherings, gifts for friends, or just to cheer up for themselves. There are so many ideas for these smaller cakes, customers may leave their wishes for us to write a note on top of the cake. Bento Cake KL used a variety of cake and frosting combinations, such as whipped cream and buttercreams, with various cake flavors.

Bento Cake KL strategy in marketing emphasize the best quality of the taste, look and price of our product. We offered the affordable price because we want to give a good experience to our beloved customer. They can enjoy our product without any hesitate.

The management of Bento Cake KL consist three top management. General manager, financial manager and lastly operational manager. Me myself as general manager, Shanadia as financial manager and lastly, Sheralyana as an operational manager. Bento Cake KL's worker has extensive experience in finance, operational, business, sales and accounting.

## Table of Contents

Acknowledgement .....	1
Executive Summary .....	2
1.0 Go-Ecommerce Registration.....	4
2.0 Introduction of Business .....	6
2.1 Name and Address .....	6
2.2 Organizational Chart.....	7
2.3 Mission and Vision .....	8
2.4 Description of Product .....	9
2.5 List of Price.....	10
3.0 Creating Facebook Page .....	11
3.1 Costuming URL Facebook Page.....	13
3.2 Total Likes on Facebook Page.....	14
3.3 Facebook Post (7 Teasers) .....	15
3.4 Facebook Post (16 Hard Sell) .....	19
3.5 Facebook Post (16 Soft Sell).....	35
Conclusion .....	51
Appendices.....	52

## 2.0 Introduction of Business

### 2.1 Name and Address



Bento Cake KL is a business name that has been decided based on our main product. Bento Cake KL starts operating since 2021. Bento cake or lunchbox cakes take inspiration from Korean minimalist cake. Bento cake are typically cheaper and smaller around 4 inches across. They also come in a tiny “takeaway” box that might usually accommodate a burger. The concept also to give a different side where people can enjoy the cakes everywhere because they are easy to carry as the size is small and the weight is light. Our business is an online business pastry shop. Thus, we use runner to deliver the bento cake for the customers. Bento Cake KL is located in Kuala Lumpur, Malaysia, so the area that covered for the delivery is only in Kuala Lumpur area. Customers can contact us via Facebook page’ message box or contact us through Whatsapp to order, but they must order earlier for us, such as three day before, so that we have time to baked and custom the bento cake.

Address: 1070, Jalan 2, Taman Frim Kepong, 52100 Kuala Lumpur

Contact number: 0192109494

Facebook page: Bento Cake KL