



اَوْبُوْ سَيِّدِيْ تَيْكُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

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GROUP

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EXECUTIVE SUMMARY

At first, I was less confident with the business I ran through social media. I have ventured into business and sold a food product called Mamasab Bakery Ipoh. This product is a type of dessert that has various types and tastes to attract customers to buy this product.

The company was operational on 6 April 2021 and was also active on the social networking site Facebook on 23 April 2021. This business is located at Medan Klebang Restu, 31200, Chemor Perak.

This business focuses on one type of food product. This product received a very encouraging response and is suitable to be owned and served to all ages. With a wide variety of cakes and food, it can provide enjoyment to customers and this product can also be served anywhere.

Although there is a lot of competition, this does not mean I give up because there are many branches of sustenance that I can get. I hope this business can help me secure a perfect life. With this too, I got the experience of doing business online only.

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1.0 INTRODUCTION TO BUSINESS

1.1 Business Information Sheet

Name of Business (with logo)	:	Wonder Wardrobe 
Name	:	Siti Noramira Binti Ahamirazan
Phone Number	:	014-611 5397
Email	:	Miraaee17@gmail.com
FB webpage address	:	https://web.facebook.com/oohsedap
Brand name	:	Mamasab Bakery
Online business mode	:	Agent
Nature of business	:	Selling and delivering Mamasab Bakery
Type of products	:	Food & Beverages, Food Delivery Business

1.2 Name and Address of Business

Mamasab International Sdn Bhd (formerly Sabrina Bakery Sdn Bhd) is a company that sells bakery products and desserts as well as other home furnishing products, using a dropship agent system. Mamasab international now has 12 branches throughout Malaysia, with sales revenue of 100 million for 2020. Now Mamasab has expanded its wings in the field of cosmetics, fashion and home furnishings and is targeting 35 branches by 2021

Mamasab was founded by Pn. Siti Sabrina bt Sobri or better known as Mama Sabrina @ MamaSab. He is a former radiographer at a government hospital located in the Klang Valley. Mama Sabrina started a cake and bakery business from her home in Klang, in 2015. At that time, Mama Sabrina learned a lot of cake recipes through classes and youtube videos.

In order to grow the mamasab business, Pn Sabrina is willing to learn from various business expert teachers in Malaysia. Alhamdulillah, the first Mamasab branch was opened in 2018 in Petaling Jaya, and in just 3 years, Mamasab now has 12 branches throughout Malaysia.

1.3 Mission and Vision

1.3.1. Mission

To be among the companies that provide bakery, food and beverage products that are nutritious, high quality and halal to produce a generation of people with noble values, identity and great civilization.

Becoming the No.1 Business Leader in the Cakes and Sweets Industry That Can Provide Happiness in the Family Life of Malaysians.

1.3.2. Vision

To be among the best companies in Malaysia in the bakery, food, beverage and HALAL technology industries. Expanding the Business Network to the Entire Malaysia Through the Opening of 100 Branches and 10,000 Agents.