



SOCIAL MEDIA PORTFOLIO

SCOOP VALET.SU



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EXECUTIVE SUMMARY

Scoop Valet.su is chosen as our business name and the product that we sell to our customers are assorted ice-creams flavors and ice-creams sets with an affordable price. Our objective is to ensure that our customers will can taste the uniqueness of our ice-creams and we will give the best customer service to them.

We begin our business by creating Facebook page on 21st April 2021 and we receive an overwhelmed support from others. Starting from there, we introduce what product that we sell to others and we see that some people are interested with our products. This is a good start for us since there are lot of competitors in this food industry.

Promoting our product through Facebook is a great way because we could reach our target market easily. Thus, this can make our brand become well-known by others and increasing our business sales. In the future, we believe our Scoop Valet.su can be as big as other brands too.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS INFORMATION

Scoop Valet.su has been chosen as main business and the main product for this business is an ice-cream. Scoop Valet.su offering different and assorted flavours of ice-creams with affordable price. Our customers can choose any flavours they want based on their personal preferences. Our target market are children, teenagers and adults between the age of 6 to 45 years old. Our product is ready-made product and can be eaten at anytime and anywhere.

The logo for Scoop Valet.su is an ice-cream logo which explain what is the product that we sell and the colour for this logo is pink and has white background on it. It is a simple logo yet memorable and people immediately can recognize our brand based on the logo. Figure 2.1 shows Scoop Valet.su logo.



Figure 2.1 Scoop Valet.su Logo