



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
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SOCIAL MEDIA PORTFOLIO

ABSOLUTELY DESSERT



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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NAME : NUR ZULAIKHA BINTI AB RAHMAN

GROUP : HM2413C

LECTURER : NORFAZLINA BINTI GHAZALI

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EXECUTIVE SUMMARY

Absolutely Dessert is a new established online bussiness that offers a various of dessert. This shop used the concept "One stop dessert shop" which is also their objective tu fulfill the customer demand of various dessert in Kota Bharu, Kelantan especially. Is one of the legitimate dropships to the growing dessert shop, namely Suka Dessert.

We starts Absolutely Dessert business at the middle of the month of May, dated on 14thMay2021. In the beginning this store only offered a few basic menus, but now we have added more interesting desserts to our menu to meet customer demand. At the beginning of the opening we only got a response from about 10 customers only, after a few months of operation the demand is increasing to 20 people per month. This is because, our store offers a variety of desserts at reasonable prices, affordable and made from high quality ingredients.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

The name of business Absolutely Dessert is decided based on our main menu which is dessert. The word absolutely is to indicate the authenticity taste of the dessert itself. Our moto is

“one stop dessert shop brings a great hapiness”. We are targeting customer from all around the city of Kota Bharu, Kelantan mostly. The other states we just focusing on the certains menu that can be ship by courier. Our target market customers age starts from kids 12 years old and above, also teenagers, middle age people until an elderly at age of 55.

The logo of absolutely dessert shop is picked from the name of the shop itself. We choose pink colour as our logo background for a sweet appearance as sweet as a dessert. The circumstances of the rope around in the logo symbolizes the unparalleled integrity of the dessert taste.



Figure 2.1 Logo of business