



FACULTY OF HOTEL & TOURISM MANAGEMENT
BACHELOR OF SCIENCE (HONS.) TOURISM MANAGEMENT

PRINCIPLE OF ENTREPRENUESHIP

ENT 530

SOCIAL MEDIA PORTFOLIO

SUGERED IT



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EXECUTIVE SUMMARY

Sugured It is a sole proprietorship business and was started in April in 2020. The business idea came out after the trend of Chocolate Moist Cake caught the attention of locals. Our business operation is based on Dark Cloud Kitchen which we are not having a store, but we operate at home, only takeaway and delivery available whereby located in Shah Alam, Selangor. Moreover, we only focus on the 10 types of cakes we created. Each of them comes with different combinations of taste and colours. Furthermore, our cake is sweet and creamy yet simple and our customers can enjoy it anytime they want. Besides that, the main objective is to provide the best quality and price to our customers.

Our target market is local since we also do delivery for our customers wherever their places. Day by day the number of bookings increases, and we get a lot of positive feedback from our customers. According to the customer's review, they say our cakes have a wide variety of flavours with a reasonable price. The cake was soft and overflowing with chocolate and cheese, but it is a perfect combination. Hence, we produce the cakes using premium ingredients yet still at a reasonable price and fulfil the customer's demand.

I created a Facebook Page as a platform to promote our business and engage with the customers. Nowadays, people are more reliant on these platforms and as a result, we can reach a wide target market and more potential customers easily through this platform. It involves low cost yet is able to reach a wide customer base and create a strong relationship with the customer. Henceforward, it is immediate access, ease of use, and even possible to customize.

Finally, we acknowledge a huge potential for our business to expand in this market especially our business which is operated in Shah Alam, Selangor, there is a lot of demand and request from the customers. Other than that, we are also planning to provide our business to other target markets such as students, or for any event, for example wedding, birthday and so on, in the future.

TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	i
EXECUTIVE SUMMARY.....	ii
TABLE OF CONTENTS.....	iii
1.0 GO-ECOMMERCE REGISTRATION.....	1
2.0 INTRODUCTION OF BUSINESS.....	2
2.1 BUSINESS NAME AND ADDRESS.....	2
2.2 ORGANIZATIONAL CHART.....	3
2.3 MISSION AND VISION.....	3
2.4 DESCRIPTION OF PRODUCT.....	4
2.5 PRICE LIST.....	5
3.0 FACEBOOK.....	6
3.1 FACEBOOK PAGE.....	6
3.2 FACEBOOK URL PAGE.....	6
3.3 FACEBOOK POST- TEASER.....	7
3.4 FACEBOOK COPYWRITING- HARD SELL.....	11
3.5 FACEBOOK COPYWRITING- SOFT SELL.....	21
3.5 GRAPHICS FOR MARKETING.....	30
CONCLUSION.....	33

2.0 INTRODUCTION OF BUSINESS



2.1 BUSINESS NAME AND ADDRESS

Name of Business	Sugered it
Form of Business	Sole Proprietorship
Facebook page	https://www.facebook.com/Sugered-it-102938851952180
Location of the Business	Shah Alam, Selangor
Main activities	Retailer
Contact number	011-3658 3167
Date of Commencement	21 March 2021