



SOCIAL MEDIA PORTFOLIO

JUJUBAKING



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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EXECUTIVE SUMMARY

Jjubaking is a brand name for an online bakery/dessert shop. The main objective to achieve a desired success is to offer and produce quality products from premium and affordable materials, as well as offer affordable prices by all parties.

The business started on Facebook in about November, the business started with only one menu which is with the sale of brownies sold on a small scale. Then coupled with a variety of menus crafted by the founders of this business which made it have many menus and led to many requests.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Jubaking is a business that is taken in conjunction with the nickname of the business owner which is "Juju". It is also because the business is a business based on making cakes/ desserts. All products sold are hand -made by the owner and will be made and baked fresh.

The business motto is "Tasty, Affordable, and Quality", where it will use premium ingredients to get an exclusive taste.

The target of this business is in terms of all ages regardless of teenagers, nor older people as it can be eaten by all ages.



Figure 1.1: Logo for business