



# **SOCIAL MEDIA PORTFOLIO**

**AISUKA BOMBOLONI**



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## **EXECUTIVE SUMMARY**

Aisuka Bomboloni is a brand name and a trade name of our bomboloni business. The main objective that is to achieve for this business is to offer the highest quality, flavoursome and unique bomboloni flavours at an affordable prices, better price, and quality than other business out there.

Our business began on Facebook on June 21st, humbly beginning with Signature Classic Flavours which contains nine flavours under it and steadily adding more appealing flavours from our business journey. Many people are aware of our commodity's outstanding quality and competitive pricing. As a result, we provides a clear analysis of our customers' ongoing transactions.

Aisuka Bomboloni has achieved a significant amount of sales and promotion since its inception. The figures are expected to rise especially on special event days. Increasing demands for our bomboloni leads in a high profit for our company enterprise. After a month of operating and received overwhelmed response from our customers, we successful in creating two edition flavours of our bomboloni for our consumers and bomboloni enthusiast. Current total of our bomboloni's flavour is seventeen flavours which nine of them from our Signature Classic Flavours and eight of them are from our New Edition Flavours.

Other than that, we also succeed in creating our first limited edition box. This limited box is not only environmentally friendly but also come with trendy colours, aesthetic design and provide better secure than our ordinary box that surely will satisfied our customers.

## 2.0 INTRODUCTION TO BUSINESS

### 2.1 BUSINESS INFORMATION

Aisuka Bomboloni is a business name that had been decided based on our main product, which are bomboloni. The “ Ai ” in the brand name mean love in chinese language and the “ suka ” means like in malay language. We market our products mainly in Malaysia. Malaysia is diverse with races and languages. Therefore, we created the brand name that close to their heart. Our business slogan or tagline is “ We Double Your Suka”. Our business slogan shows that our bomboloni could double our customer’s happiness and definitely can satisfied all of our customer with our flavoursome and unique bomboloni. The target market for Aisuka Bomboloni are teenagers and adolescents between the age of 16 to 30 years old.

The logo that we used for our business contain the animated or bomboloni icon with pixel animated love at the back shows that our main products is bomboloni. The love and the bomboloni symbol also can be interpreted as love bomboloni which we made especially for bomboloni enthusiast and attract them. In addition, the love at the back also can be interpreted as we can you happy with our bomboloni.



*Figure 1.1 : Logo for business*