



SOCIAL MEDIA PORTFOLIO

BURNT CHEESECAKES



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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EXECUTIVE SUMMARY

Burnt Cheesecakes is a brand name and a trade name of our first cake product. The main objective that is to establish and offer the best product, using high quality ingredient and an affordable price.

Our business began on Facebook on May 31, simply beginning with first product cake and adding more for our business journey. The best flavor and the competitive prices of this commodity are well known to many. This product therefore offers a clear analysis of our customer's continued purchases.

Since commencement, Burnt Cheesecakes has made 4 sales and numbers are expecting to grow in the end of the year 2021. Increasing the new product quality into a good profitable sale revenue to our business project. By the end of the year, we now have 4 flavors cake for our customers.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Burn Cheesecake is a business name that had been decided based on our first product launch in our business, which are Burnt cheesecake. The name of the business implies that all the products are prepared and sold by our brand. Our business motto is “Making your sweet dreams come true”, shows that our product will give the affordable price, unique taste and provide the best flavor for our customers. The target market for Burn Cheesecake are in various ages.

The logo used for the business is our originally our brand name which is Burnt Cheesecake because we sell the best cheesecake product.



Figure 1.1: Logo for business