



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

ENT530 – PRINCIPLES OF ENTREPRENEURSHIP

TOPIC : SOCIAL MEDIA PORTFOLIO (HOMEMADE CREAMPUFF BY AYAH)

NAME

NUR AMYRA BINTI AZEMAN

STUDENT ID

2019208502

CLASS

ENT530N

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PUAN NADIAH MAISARAH ABDUL GHANI

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EXECUTIVE SUMMARY

“Homemade Creampuff by Ayah” is the name I chose because my own dad made this homemade creampuff, before he retired as a soldier, he had chosen the pastry major to be a job after he retired. At first he only gave the neighbors to taste, but due to the yummy, our neighbors have made a lot of bookings for parties, birthday celebrations and so on. He has sold a variety of pastries, including assorted cakes and breads. However, because of the high demand for creampuff, the name Homemade Creampuff by Dad was successfully created.

The goal of this Homemade Creampuff by Ayah is to entice our customers to pay closer attention to creampuff because we have begun to innovate in terms of diversifying the flavors and colors of cream to make it more appealing and appealing. Employees, school teachers, students, and others are among our target customers. To make things even easier for our customers, we now offer free delivery throughout Port Dickson. So they just stood at the door, waiting for our riders to arrive.

The marketing strategy we use in the Homemade Creampuff By Ayah business is that we only use Facebook to promote the creampuff we sell, and we post pictures and feedback from our customers every time a customer purchases from us. For the time being, we only use Facebook as a marketing platform to attract and retain customers.

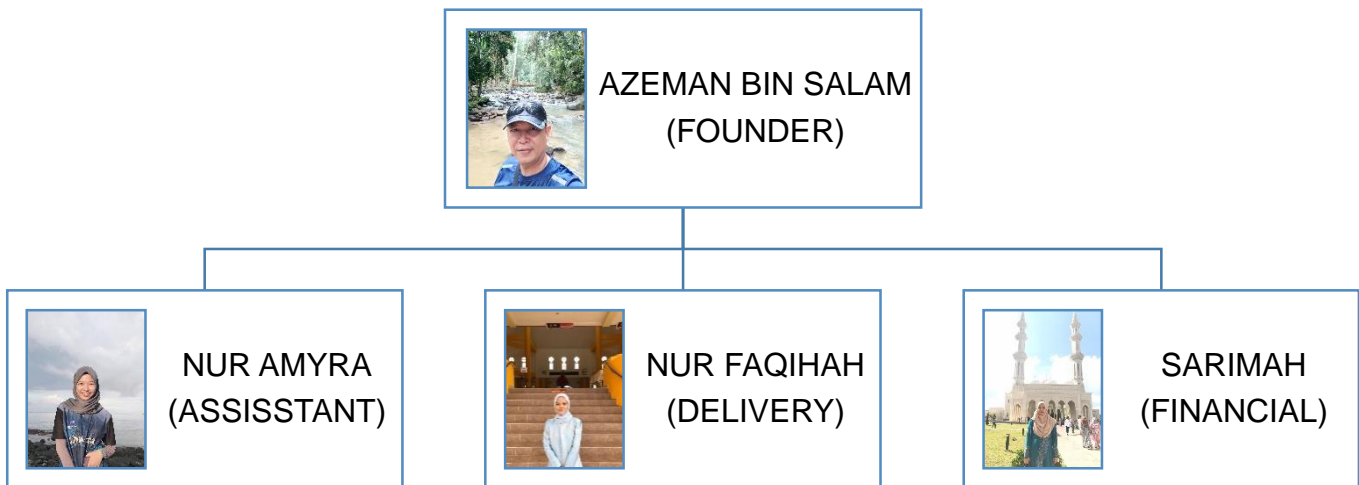
2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Homemade Creampuff by Ayah
No 109, Jalan GV8, Tmn Greenview,
71250 Pasir Panjang, Port Dickson,
Negeri Sembilan.



2.2 Organizational Chart



2.3 Mission and Vision

MISSION - Homemade Creampuff by Ayah provides interesting and high-quality creampuff in terms of the ingredients used, which are all safe to consume. We always provide excellent customer service and consider customer satisfaction to be our ultimate goal.

VISION - Our vision is to ensure that Homemade creampuff by Ayah remains our customers' first choice and that the service we provide is always the best.