



اُنِيُوَسْتِي تِيكْنُوْلُوْجِي مَارَا
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MARA

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FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK ALAM

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

ASSIGNMENT 1

SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

Kekbatique.co is an online business that sell variety flavour of kek batik such as kek batik milo, ganache, Oreo and also kek batik Cadbury that popular nowadays. Kek batik is sell on standard size and only open order for large size for a few times as a marketing strategy to attract customer's attention to buy our Kek batik. The business was established on 2021 by using online platform which is Facebook to promote and post about our product which is kek batik. Customer can order by contact stated in the Facebook page and also through WhatsApp in the given contact number. Since it is an online business, there is no need of rental of shop which is very cut cost and the business is conducted at home. Moreover, all the business transaction are recorded by using the digital platform. To complete the order, I have managed to get help from my family specially my mother in completing the order received by the customer. while my sister monitors the order through the Facebook messages meanwhile my mom will help in banking in the kitchen.

On my first post only a few followers which are my family, classmates and relative friend and now since there are many posting about kek batik, I have to managed to achieve above 100 followers and retain regular customers. The online business has expanded and gain more followers and at the same time gain more profits.

They are cover in the business is Shah Alam and Putra Heights. Kekbatique.co provide delivery services in the both area and also open order outside the area such as Puchong and Klang which will be charge postage within RM5 to RM10 based on the distance and kilometres.

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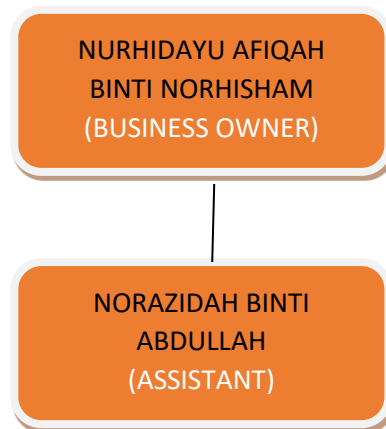
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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

- Kekbatique.co
- Lot 24, Jalan Ikan Haruan 2, Kampung Bukit Lanchong, 40400 Shah Alam.

2.2 Organizational Charts



2.3 Mission and Vision

Mission

- To satisfied out customer desire and wants in delivery products
- To create and promote great-tasting, healthy and delicious dessert.

Vision

- To help people enjoy life by offering an affordable price of dessert.
- To provide delicious, seasonal dessert that will bring customers back again in a long term