



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



SOCIAL MEDIA PORTFOLIO

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CLASS: ENT530 (S)

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EXECUTIVE SUMMARY

NLS Sweetchoco is a business that sells homemade brownies with premium chocolate owned by Nur Liana Shahira. It is located at Jalan BSC 1A/7, Bandar Seri Coalfields, 47000 Sungai Buloh, Selangor. This business was officially started on August 2020. The idea of the owner selling homemade brownies was started because of the love for brownies and it is also a dessert that liked by everyone else.

Our special brownies are different from the others as we serve unique recipes because our main focus is to introduce more types of flavours, toppings of these brownies to our generation. As we know, in the manufacture of these brownies, we also used a very high-quality ingredient to be served to the customers who are very fond with sweets such as these brownies.

According to customer reviews and feedback, our products give an incredible taste because of the brownies make our customers always remember the taste. This product is also liked by many people because it is cheap, worthwhile and affordable. Besides, our special brownies homemade also will attract various type of people also tourist due to our simple handmade recipe and easy to prepare as well as it will surely save the energy. For example, working people. They can save their time by eat our brownies for their lunch and it can also be eaten with family and friend during weekend or anytime.

The order can be placed either on social media (Facebook) or through WhatsApp application. Special in NLS Sweetchoco is we provide for free delivery service to the student staying at UiTM Puncak Alam and nearby. For those outside of Puncak Alam area, do not be worry because we also provide delivery but with an additional services charge.

INTRODUCTION OF THE BUSINESS

NLS Sweetchoco is comes from NLS which is it stand for my full name, Nur Liana Shahira. NLS Sweetchoco is a business name that had decided based on our food business. Our business motto is 'Bring the Taste to your Heart' which shows that our special brownies have incredible taste that will bring it into your heart. The words from Sweetchoco are Sweets and Chocolate, which mean Chocolate is sweet and our product is rich with premium chocolate and different with others. As for our main target customer is for children, teenagers, working people, and above with range 4 – 55 years old as our brownies is very suitable for the people that like a sweet treats and dessert. The address is at Jalan BSC 1A/7, Bandar Seri Coalfields, 47000 Sg Buloh, Selangor

DETAILS OF BUSINESS



NLS Sweetchoco Official Logo

Business Name	: NLS Sweetchoco
Business Category/Business Sub-category	: Food & Beverages
Date of started Business	: 23th August 2020
Business Address	: Jalan BSC 1A/7, Bandar Seri Coalfields, 47000 Sg Buloh, Selangor
Form of Business	: Sole Proprietorship
Main Activities	: Producing and selling homemade brownies
Owner	: Nur Liana Shahira binti Nor Afandi
Telephone No	: 011-17912294
Facebook Page	: NLS Sweetchoco