



الجامعة
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO



<https://m.facebook.com/Jaimesweetsbakery>

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EXECUTIVE SUMMARY

J'aime Sweets is a mash-up of two separate languages: French and English. "J'aime" means "I love," and when we mix it with "Sweets," we mean that the sweetness of the pastries we offer our clients might make them fall in love with us and desire to buy our products. We chose this name since it is appealing to people and is simple to say. Because of its originality, our firm name is very easy to remember.

J'aime Sweets has a wide variety of pastries to choose from. All people of all ages can be attracted to authentic recipes and high-quality ingredients. Our pastries can be served at any time and for any occasion. Customers who enjoy the aroma of our baked goods in particular. We also want to keep the general public and students entertained by offering a product delivery service to colleges and homes, where we employ cash-on-delivery and online banking methods.

J'aime Sweets was run by two people which are Mohamad Bilal Bin Zabani and Nurul Aini Binti Mat Noor, who shared the same love and enthusiasm. We chose Facebook as our platform to market and run our business because we established our company during the epidemic era. We also used social media to build our business and learned how to use Facebook to promote our business products such as teaser posters, soft sales, and hard sales.

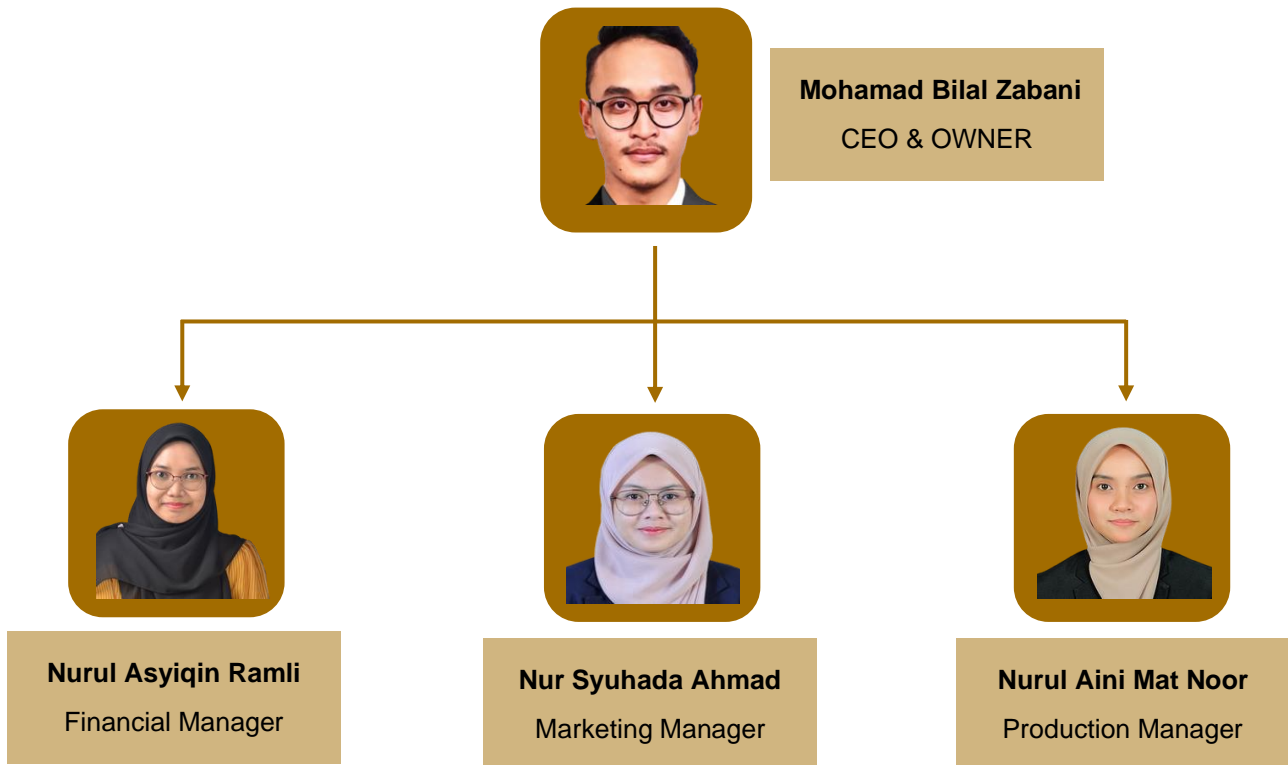
We've included thorough information on J'aime Sweets' Facebook page in our social media portfolio, including certification, the company's introduction, teaser posts, hard-sell posts, and soft-sell posts. J'aime Sweets, I believe, has a good chance of succeeding in the online sector and has a lot of room to grow in the future.

3. INTRODUCTION OF BUSINESS

- **Name and address of business**

Our business name is J'aime Sweets. J'aime Sweets is a local business on the Facebook platform, and as a result, we do not have a physical business location.

- **Organizational chart**



- **Vision & Mission of J'aime Sweets**

Vision:

- To become a well-known pastry brand name on an international market.

Mission:

- We are dedicated to creating unique pastries that taste excellent and enhance every eating experience.
- We consistently deliver excellent customer service and consider client pleasure to be our ultimate aim.
- We offer our families, colleagues, and community by creating high-quality pastry desserts that provide a special joy to life.

- **Descriptions of products / services**

J'aime Sweets is a company that sells a variety of freshly baked pastries. We use our own recipe, and all of the ingredients are halal. J'aime Sweets' pastries have a distinct flavor since we place a higher emphasis on quality in the dough's preparation. This is what distinguishes our pastry from others on the market. Additionally, we provide six types of pastry to our dear customers who love to eat pastry, which are J'aime Egg Tart, J'aime Chocolate Puff, Beef Curry, Cinnamon Rolls, Fluffy Cream Puff, and Fruit Tart. Furthermore, each pastry that we make has its own unique taste, which includes the method of baking, the types of flour we use, the various toppings, and much more. From here, each type of pastry we make has its own pricing, and we always keep our prices reasonable for our customers.

Furthermore, as a business on the social media platform, we use cutting-edge technology that makes it simple for clients to place an order with us. They only need to send us a message to specify which pastry and package they desire. All payments will be made online, and we will be using Maybank to ease online banking transfers for our customers. J'aime Sweets provides a variety of services, including Christmas Gift Boxes, Birthday Celebrations, Doorgifts for any occasion, and Tea Time services. With all of these services, we believe we can expand our business to the next level by attracting more customers to buy pastries from us. As a result, we feel it is critical to maintaining our quality in order to compete in today's market, which is not easy. As a result, we must understand how to compete with other firms, particularly on this media platform of online business.

- **Price list**

NO.	PRODUCT	PRICE
1.	J'aime Egg Tart	RM 1.90 / piece
2..	J'aime Chocolate	RM 3.50 / piece
3.	Puff Beef Curry	RM 3.50 / piece
4.	Cinnamon Rolls	RM 28.00 / box
5.	Fluffy Cream Puff	RM 30.00 / box
6.	Fruit Tart	RM 25.00 / box