

اَوْنُوْ سِيْتِيْ تِيْكَوْ لُوْ كِيْ فَاْاَرَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITY TECHNOLOGY MARA**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**PROGRAMME: BACHELOR OF OFFICE SYSTEM
MANAGEMENT (BA232)**

SEMESTER: PART 3

ASSIGNMENT TITLE: SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

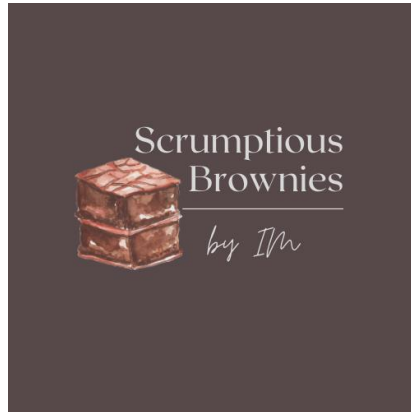
Scrumptious Brownies by IM is a start up business that sells brownies based in Shah Alam, Selangor. Scrumptious Brownies by IM target customers are for those who love brownies but are in affordable price. The main objective for this business is to fulfil people's cravings towards chocolate brownies. The ingredients that Scrumptious Brownies by IM uses is only premium ingredients but the outcome is that they still sell in reasonable price with different pieces or sizes. There are no artificial ingredients contain in this product because we want to make our customers satisfied with our brownies. Scrumptious Brownies has established on 6th March, 2021 and their goals is to introduce the best brownies in town where customers can choose the size as there are 3 sizes available to be chosen.

In this pandemic, it's really hard to sell products in retail shop. So, Scrumptious Brownies by IM decided to start their business by selling it online promote them through social media especially facebook. Facebook is also a platform where Scrumptious Brownies by IM shares their information and the product of their nature whether it's about brownies, or facts about chocolates in general. We also prepare delivery charge for customers who are interested in purchasing or buying our brownies in affordable rate based on the distance.

ii. INTRODUCTION OF BUSINESS

- NAME AND ADDRESS OF BUSINESS

- a) Business name



SCRUMPTIOUS BROWNIES BY IM

- b) Address of business

- The headquarter is located at No. 16, Jalan Elektron u16/94, Denai Alam, Seksyen u16 Shah Alam 40150 Selangor Darul Ehsan.

- THE ORGANIZATIONAL CHART

- Scrumptious Brownies are organized by four main positions which are Manager, Financial Manager, Marketing Manager and Operation Manager. All four positions play an important role to make Scrumptious Business's flow work easier.

