



اَوْبُو سَيْبِي تَيْكُو لُو كِي مَارَا
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TEKNOLOGI
MARA

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BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS)

PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)



SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

CikDidi Cookies sells various of homemade cookies. My business also sells muffins and cake for our precious customer. Our delicacies come in many flavors and also toppings. We offered affordable price for each of our item so that many people can get the chances to taste our homemade delicacies. We want our delicacies to be able to be enjoyed by all kind off customers including those who comes from a B40 family.

CikDidi Cookies target audience is all male and female from different age. This is because from our perspective, our delicacies liked by many people including parents and children. Most people like the taste of homemade delicacies as they are manmade. We also customize the toppings and flavors suits to customer's taste.

For further information, we have a specific target area because we want to preserve the quality of our delicacies. We decided to target people who lived in Selangor and nearby. We baked our delicacies at our own bakery located in Seksyen 27, Shah Alam. We deal with the customers through WhatsApp only and we do not encourage face to face meeting with customers to have less contact throughout this Covid-19 pandemic.

For now, CikDidi Cookies owned solely by Aina Zahirah binti Ahmad Zulkhairi. This business used Facebook page as our platform to attract customers especially throughout this Covid-19 pandemic. We generate sales from the customers that saw our post of teaser, soft sell and hard sell at Facebook page.

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2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS



The name of CikDidi was inspired by my aunty who have thought me a lot of things about baking. This name is built to manifest her effort in teaching me all things about baking. I even started from zero until now. I want to point out that my business sells various delicacies including cookies, muffins and cakes. I put this name to make it sounds authentic and to appreciate my aunty who have thought me.

CikDidi Bakery shop is located at No. 17 Jalan Balakong 27/10, Bandar Alam Megah, 40400 Shah Alam, Selangor. Our bakery usually opens everyday except for Sunday. We also used to open from 10 a.m. until 8 p.m.. However, throughout this Covid-19 pandemic, we no longer operate like usual because we need to comply with the Movement Control Order (MCO) restriction.