SOCIAL MEDIA PORTFOLIO

THE CAKERY BAKERY

Faculty	: BUSINESS ADMINISTRATION (HONS) FINANCE
Program	: BA 242
Program Code/Class	: BA 242 4A
Course	: PRINCIPLES OF ENTREPRENEURSHIP
Course Code	: ENT 530
Semester	: OCTOBER 2021
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Name of the Company	: The Cakery

Submitted to
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Submission Date:

30 JANUARY 2022

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EXECUTIVE SUMMARY

The Cakery is a company that sells cakes. The 'Cakery' refers to the cake name itself so that customers know the types of products that we sell. The owners of this company are Nur Izzi binti Idris and Nur Alia Farhana binti A.Rahman. The reason why we want to sell cake is that people like to eat cake as it has a delicious flavor that can make it a perfect companion for any cuisine. We target people of any age which include kids, teenagers, and adults. As we all know, the cake is served mainly during a birthday and as a part of the celebration. In The Cakery, we want to focus on three types of cake which are Lotus Biscoff Cheesecake, Chocolate Moist Cake, and Red Velvet Cake. This is because based on our view, this cake received a high demand among people. The Cakery consists of four workers which are Nur Izzi binti Idris and Nur Alia Farhana binti A.Rahman who are also the owners and two staff. We have created a Facebook Page in order to expand our business through social media sites and seek to learn how to post business products through Facebook whether teaser, hard sell, or soft sell post.

CONTENT OF SOCIAL MEDIA PORTFOLIO FILE

1. Checklist of FB Posting (Dec 2021)

NO	CRITERIA	Week 1	Week 2	Week 3	Week 4	TOTAL
1	FB page	/		/		
	Evidence: Print screen of FB (Tick (/) or (X))	/		/		
2	Custom URL FB page (no. of like)	58	70	72	86	
	Evidence: Print screen (Tick (/) or (X))	/	X	X	/	
3	FB Teaser Post (no. of post)	2	2	1	1	6
	Evidence: Print screen (Tick (/) or (X))	/	/	/	/	
4	Copywriting-Hard sell (no.of post)	X	2	1	2	5
	Evidence: Print screen (Tick (/) or (X))		/	/	/	
5	Copywriting–Soft sell (no. of post)	1	1	1	4	7
	Evidence: Print screen (Tick (/) or (X))	/	/	/	/	
6	Others (no. of post)					
	Evidence: Print screen (Tick (/) or (X))					
	FREQUENCY OF POSTING (TOTAL POSTS)					**18**

Notes:　**X - Posting and print screen is not being done**
　　　　　/ - Posting and print screen is being done
　　　　　- the highest no. of like (mark given to the highest no.of like between the 2/3 months

CONTENT OF SOCIAL MEDIA PORTFOLIO FILE

2. Checklist of FB Posting (January 2022)

NO	CRITERIA	Week 1	Week 2	Week 3	Week 4	TOTAL
1	FB page			/		
	Evidence: Print screen of FB (Tick (/) or (X))			/		
2	Custom URL FB page (no. of like)	88	91	96	97	
	Evidence: Print screen (Tick (/) or (X))	X	X	X	/	
3	FB Teaser Post (no. of post)				2	2
	Evidence: Print screen (Tick (/) or (X))				/	
4	Copywriting-Hard sell (no.of post)	5	4	1	2	12
	Evidence: Print screen (Tick (/) or (X))	/	/	/	/	
5	Copywriting–Soft sell (no. of post)	5	1	2	2	10
	Evidence: Print screen (Tick (/) or (X))	/	/	/	/	
6	Others (no. of post)					
	Evidence: Print screen (Tick (/) or (X))					
	FREQUENCY OF POSTING (TOTAL POSTS)					**24**