



SOCIAL MEDIA PORTFOLIO



BATIK CAKES

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NAME	STUDENT ID
NUR MUNAWWARAH BINTI MOHD ZAIRUL	2021868296
MUHAMMAD SHAFIZAL HAKIMI BIN MOHD SHAFEE	2021622056
AMIR RAZIN BIN RUSLAN	2021610418

Submitted to:

PUAN ZAINAH BINTI JALIL

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TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
TABLE OF CONTENTS.....	ii
CHECKLIST OF FB POSTING (NOV 2021)	iii
CHECKLIST OF FB POSTING (NOV 2021)	iv
GO-ECOMMERCE REGISTRATION	v
EXECUTIVE SUMMARY	vi
1.0 INTRODUCTION OF BUSINESS	1
1.1 Name and address of business	1
1.2 Organizational chart.....	1
1.3 Company’s Vision/ Mission	2
1.4 Descriptions of products / services	2
1.5 Price list	3
2.0 FACEBOOK.....	4
2.1 Creating Facebook (FB) page	4
2.2 Costuming URL Facebook (FB) page (No. of likes and URL).....	4
2.3 Facebook (FB) post – Teaser	6
2.4 Facebook (FB) post – Copywriting (Hard sell)	13
2.5 Facebook (FB) post – Copywriting (Soft sell).....	30
3.0 CONCLUSION.....	47

EXECUTIVE SUMMARY

Classic Batik Cafes is an online business that got its start primarily through the social networking site Facebook. It was founded in the year 2022 and is mostly focused on the sale of food. Our consumers' sugar appetites can be satisfied by batik cakes. It also can bring benefit to their health.

The fundamental concept behind our company is to sell batik cakes that are both sweet and delicious. All of the ingredients used are of high quality and do not include any dangerous elements. Classic Batik Cakes, Indulgence Batik Cakes, and Oreo Batik Cakes were the three products that we provided for our customers' enjoyment. Kementerian Kesihatan Malaysia (KKM) has certified all of this product, and there have been overwhelmingly positive comments on this particular product.

For the business, our target segmentation includes both men and women, regardless of their age. As we all know, the majority of individuals have a preference for sweetness, which can appeal to the palate of anyone, whether they are 10-year-old children or 65-year-old grandparents. The information that we are sharing with our customers will assist customers in providing relevant information.

We use our Facebook page as a business platform for our Classic Batik Cakes in order to reach a larger audience. Facebook is truly one of the most effective social media platforms for businesses, as it helps them to communicate and interact with customers effectively. It makes it easy for us to launch teasers, do soft sells, and hard sells in our business.

Utilizing social media platforms has enabled us to plan our marketing approach. It allows us to provide seven teasers, 16 graphic and postings for soft sell and hard sell. We try any method in order to fulfil the AIDCA and TISCta, such adding a caption to the post and designing a unique and fascinating graphic to draw the attention of our customers. A more in-depth explanation is provided further down the page.

1.0 INTRODUCTION OF BUSINESS

1.1 Name and address of business

Name of Business	Classic Batik Cake
Business address	No 132, Jalan Selendang 8, Taman Satu Krubong, 72560 Melaka, Melaka.
Email address	im.nurmunawwarah@gmail.com
Telephone number	013-0000000
Form of business	Partnership
Main Activities	Food and Beverage
Date of Commencement	13 January 2022
Name of bank	Maybank
Bank account number	-

1.2 Organizational chart

Classic Batik Cakes is partnership type of business. It is a new business and just commenced. For our business, it consists of three people which are Muhd Shafizal as Chief Executive Officer (CEO), Nur Munawwarah as Marketing Director and Amir Razin as Operation Director.



1.3 Company's Vision/ Mission

A mission statement is used by organisations to indicate to others what they must do today to accomplish their vision. While a vision statement informs others of the organization's future goals. Both the mission and vision statements are essential because they define the firm and it show that the employees are part of the company.

1.31 Vision

VISION
TO SERVE HAPPINESS TO OUR CUSTOMERS THROUGH DELICIOUS, QUALITY MEALS AND UNFORGETTABLE DINING EXPERIENCE

1.32 Mission

MISSION
TO STRENGTHEN OUR BUSINESS NETWORK ACROSS MALAYSIA WITH THE MEDIUM OF THE CURRENTLY USED DISTRIBUTION CHANNEL SYSTEM

1.4 Descriptions of products / services

PRODUCT	DESCRIPTION
	<p>CLASSIC BATIK CAKE</p> <ul style="list-style-type: none"> • Tastier with Milo flavour • Less sugar • Crunchy and chewy at the same time
	<p>INDULGENCE BATIK CAKE</p> <ul style="list-style-type: none"> • This batik cake is well balance with white chocolate • Little milky and creamy feeling • Add on the salty cream cheese
	<p>OREO BATIK CAKE</p> <ul style="list-style-type: none"> • Mixture of Classic Batik Cake • Popular with sweet biscuits, Oreo