



اَوْبُو تَيْكُونُو لَو كِيْنُو مَبَارَا  
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TEKNOLOGI  
MARA

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**UiTM CAWANGAN MELAKA KAMPUS BANDARAYA MELAKA**

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**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**SOCIAL MEDIA PORTFOLIO**

**PREPARED BY:**

<b>NAME</b>	<b>STUDENT ID</b>
NUR ATHIRAH SYAFIQAH BINTI MOHAMMAD SAUFIE	2021113385
NUR ADHWA BINTI MUHAMMAD	2021120059

**GROUP:**

BA243 3E

**PREPARED FOR:**

MADAM WAN HASMAT BINTI WAN HASAN

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## **EXECUTIVE SUMMARY**

Dough Bites is a new online business that was created by Nur Adhwa and Nur Athirah Syafiqah. The business is mainly promoted through Facebook page which was created on 26<sup>th</sup> October 2021. The foundation of the business is selling and promoting home-baked products with variety selection of different flavoured cookies such as chocolate chips cookies, pineapple tarts, cornflakes cookies and others.

In addition, the main goal of the company is to offer high quality products that can be enjoyed by all ages. The uniqueness of the company's products is all the cookies are produced using premium ingredients. Besides that, despite using high-quality ingredients, the price that the company offered are still affordable for customers. This is because, customer satisfaction and expectations are one of the key to a successful business.

Apart from that, Dough Bites regularly posts on Facebook page to promote the products and engage with the customers where the postings are based on copywriting techniques which are soft-sell and hard-sell. Furthermore, the business page also posts teasers about the new products in order to attract new customers.

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### **3.0 INTRODUCTION OF BUSINESS**

#### **3.1 NAME AND ADDRESS OF BUSINESS**



The name of the business is Dough Bites. The reasons on why we decided to choose this as our business name is because our main products are cookies where the cookies are first made into dough which is in a bite sizes.

In addition, our business logo comprises of cookies and a baking tool which is a whisk where the reason behind the cookie logo symbolized the main product of our business. Meanwhile, the whisk represented the symbolic tool that we used in producing our products.

Other than that, there are three colours that were used in our business logo which are white, dark brown and light brown and all the colours have their own meaning. White represents cleanliness which means that we always prioritized hygiene when producing our products. Next, dark brown symbolized the colour of our main ingredients which is dark chocolate. Furthermore, light brown represented warmth which is an important aspect when we serve our customers by being friendly and helpful.