



اَوْنَبُوْرُ سَبِيْنِيْ بِرَسِيْكَوْلُوْرِيْ مَرْاَزَا
UNIVERSITI
TEKNOLOGI
MARA

Social Media Portfolio **(sugarmanisbynana)**

Faculty : Faculty of Business Management
Program : Bachelor of Business Administration (Hons)
Human Resource Management
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Course Code : ENT530
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Besides that , I also would like to thanks to my family and friends that always giving full supports and also give good ideas so that I managed to complete it and have a good ideas on what products that can be sell

Without helps of the particular that mentioned above, I would face many difficulties while doing this project. When doing this project, I managed to know on how to start a business and learn how to communicate with customers. It's a good idea to have this subject as student will have a good experience on how to manage business and also how to use the media social as a platform to sell products. Hopefully, UITM will maintain this subject to the future students

Lastly , I hope with all the guidelines and experience, I will continue to be in the entrepreneur culture and become a successful entrepreneur in future, Inshaallah

EXECUTIVE SUMMARY

Sugarmanisbynana offers desserts products, provide many types of desserts that will give a good experience to all the customers. We did not have a store, but we will freshly made from home so that all the customers will get a fresh dessert from ovens. Our home is located at Subang Suria Apartment, Subang bestari. Sugarmanisbynana will target the people that live near to Subang Bestari ,Kota Damansara, Kelana Jaya, Shah Alam and Sungai Buloh.

Besides that, I also target my officemate as a customer because some of them are my regular customers. Not only as a daily dessert, they also can order for any occasion and events because our products can last longer for 3 – 4 days and depends on how they keep it.

Beside from just selling the products, sugarmanisbynana also shares some tips related with baking for cakes. We will share our knowledge so that we can build a good relationship with customers. We also learn about marketing strategy on how to gain customer attention and gain customer trust to buy our products.

Beside share some tips for customer, we give a teaser as a hint of what product that we will sell and make customer excited of what product we will launch. We also do the soft sell so that will give an idea of what product that will sells. Last part is the hard-sell skills that promoted the products and start connect with customers and in a process to sell and buy products. With this new knowledge, we will expand the business and will be in good track as a entrepreneurship.

NAME AND ADDRESS OF BUSINESS

ORGANIZATION CHART

Name : sugarmanisbynana

Adress : 3-3-12, Pangsapuri Subang Suria, Jalan Bintang u5/33, Seksyen U5, 40150
Shah Alam, Selangor Darul Ehsan

