



اَوْنِوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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## **PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)**



## **SOCIAL MEDIA PORTFOLIO: DELIGHT BROWNIES SDN. BHD.**

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### **III. EXECUTIVE SUMMARY**

Delight is a trademark for our product which is TFN Brownies. The main objective is to achieve for the business is to offer variety of crispy and crunchy brownies to our customer with affordable price and luxurious taste of sweetness. Moreover, delight Brownies have been using Facebook (FB) as a main medium for us to promote and market our product. This day, the usage of social media as a medium for marketing is very important since people in this decade always check out their mobile phone for any update. Moreover, from using social media our company can easily communication and interact with our customer.

According to the customer review, our product gave a fantastic taste and flavour because the indulgence of the brownies makes our customer remembered the taste. Besides that, our customer also comment that our brownies have a premium taste that there are variety of brownies that make them to keep repeating our product. This product also has purchased by customers rapidly due to the cheapest and affordable price. Hence, this product provides a good insight for the continuation of sale to our existing and new customers.

Since early of its opening, Delight Brownies have been sold TFN Brownies more than 90 packages for all different flavour. Increasing demands for our product results into a good profitable sale revenue to our business project. Therefore, Delight Brownies is a good product of choice that can be further expanded to many different areas as the business keeps on growing until this day. Hence, the usage of social media is very vital in promoting and marketing our company and product to the exist and new customers in order to get their trust for our product.

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# I. GO-ECOMMERCE REGISTRATION

The screenshot shows the Go-eCommerce registration profile page. At the top, there is a navigation bar with the Go-eCommerce logo (BETA) and several menu items: HOME, MY PROFILE, MY BUSINESS, MY LEARNING, MY NOTIFICATIONS (with a red notification badge), and MORE. Below the navigation bar is a yellow banner with the text: "Have you updated your sales today? Update your sales regularly to collect more points!". The main content area is divided into two tabs: "PERSONAL PROFILE" and "BUSINESS PROFILE". The "BUSINESS PROFILE" tab is active. On the left side of the profile, there is a circular profile picture of a woman and her name: "Siti Puteri Nur Edrina binti Md Lailee". To the right of the profile picture, there is a list of business details in a key-value format. The details are: Company Name: Delight Brownies; Type Of Business: Sdn. Bhd; Facebook Page: Delight Brownies; Wechat for Business; Marketplace: Others; Business Related to Your Study Field: Yes; Company Registration No.; Business Role: Product Owner; Business Category/Business Sub-Category: Food & Beverages / Food & Beverages; Business Instagram Page; Business Website: https://www.facebook.com/Delight.Browniesz; Type Of Website; Experience in International Export: No. There is a red "Edit" button next to the "Company Registration No." field.

Field	Value
Company Name	Delight Brownies
Type Of Business	Sdn. Bhd
Facebook Page	Delight Brownies
Wechat for Business	
Marketplace	Others
Business Related to Your Study Field	Yes
Company Registration No.	
Business Role	Product Owner
Business Category/Business Sub-Category	Food & Beverages / Food & Beverages
Business Instagram Page	
Business Website	https://www.facebook.com/Delight.Browniesz
Type Of Website	
Experience in International Export	No

Figure 1.1 Delight Brownies Go-Ecommerce Registration

## II. INTRODUCTION OF BUSINESS

### NAME AND ADDRESS OF BUSINESS



Figure 1.2 Delight Brownies Official Logo

Delight Brownies is a business name that had decided based on our main product which is TFN Brownies. The combination of these two words between Delight and Brownies shows that we sell the mouthwatering brownies in town. As for our target market, Delight Brownies are targeting all teenagers and above with range 13 – 55 years old as our brownies are suitable for the individual who loves sweetness.

<b>Name of Business</b>	Delight Brownies Sdn. Bhd.
<b>Business Address</b>	35B, Jalan Besar, Selayang Baru, 68100 Batu Caves, Selangor.
<b>Corresponding Address</b>	delightbrownies@gmail.com
<b>Telephone Number</b>	017 – 7477242
<b>Form of Business</b>	Sole Proprietorship
<b>Main Activity</b>	Retail sale of food product

Table 1.1 Delight Brownies Business Information