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EMMA'S BAKERY

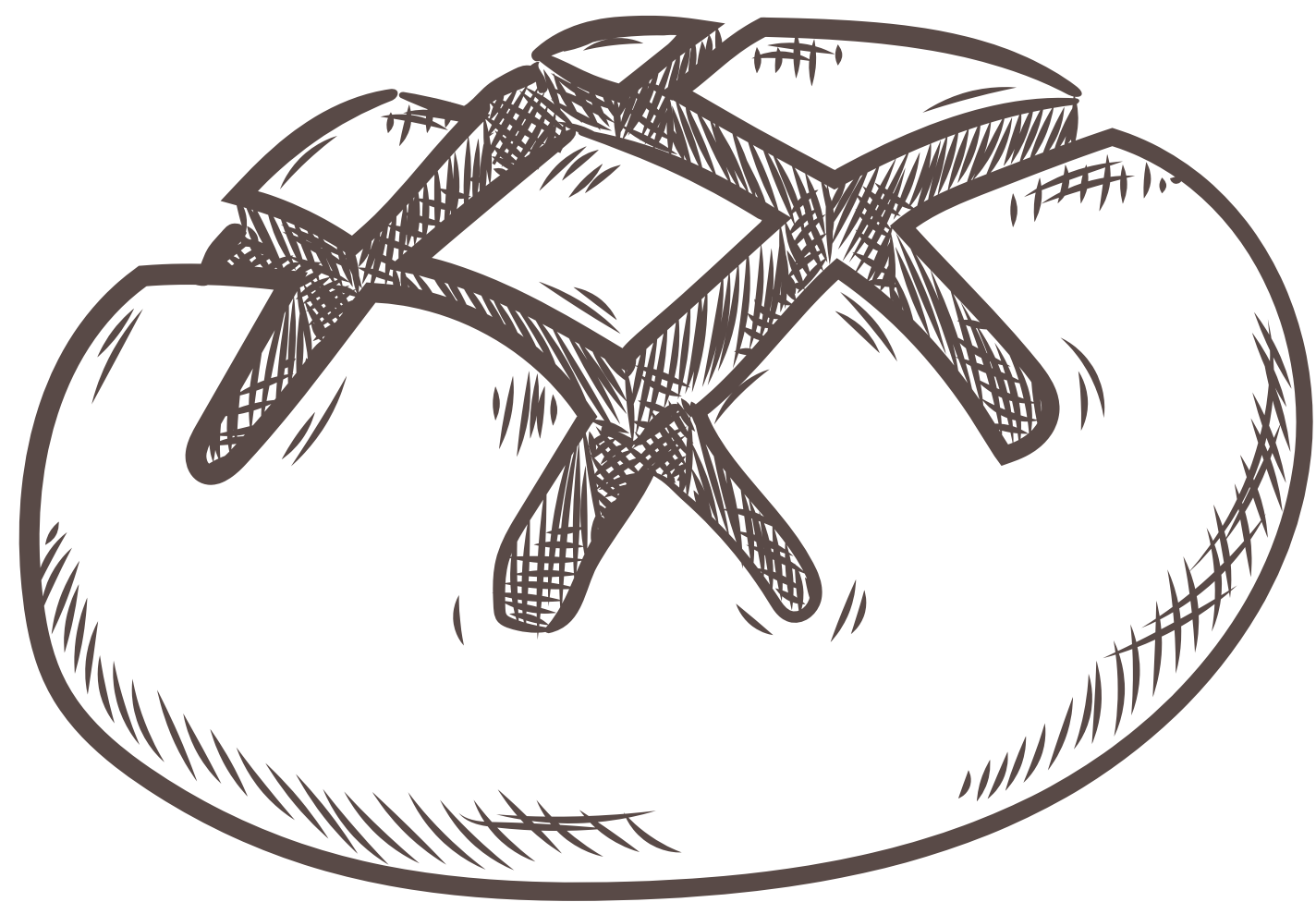
ACKNOWLEDGEMENT



First and foremost, I would like to express my thanks to my lecturer, Madam Nor Sara Nadia Binti Muhamad Yunus for her demonstration of guidance, advice and patience throughout this social media portfolio report which provides me with a clear understanding to finish and find the product to utilize Facebook for marketing purposes. Next, I would like to thank my classmates for their help and encouragement for me to be working and finish the work.

Last but not least, I would like to extend my deepest appreciation and credit to my beloved parents, Sinah Siran and Johari Bin Mehat and all of my family members for their support and advice throughout this report. They also become my backbone as always there to support me either mentally, physically and financially and without it, this research would not be as it is now. Thank you very much.

EXECUTIVE SUMMARY



The following is a report for a social media portfolio that have been utilized on Facebook for marketing purposes. For this report, the product has been chosen and utilized on Facebook for an online marketing campaign. Emma's Bakery is the company name which provides and sells the food and beverages on the Facebook pages. The main menu of Emma's Bakery is dessert which is the speciality of the founder which is Sinah Siran. The desert consists of modern and traditional dessert which is mainly for the malaysian people to become the targeted customer. Modern desserts such as cakes, cupcakes, macaron are mostly becoming the main dessert for the younger customer and also for the main events like birthday parties. Meanwhile, the traditional desserts are mostly chosen by the average and older people as it seems to be one of the uniqueness of Malaysia.

1 - COVER PAGE
2 - ACKNOWLEDGEMENT
3 - EXECUTIVE SUMMARY
4 - TABLE OF CONTENT
5 - 6 INTRODUCTION
7 - FACEBOOK PAGE AND LINK
8 - 11 FACEBOOK (FB) POST -

TEASER

12 - 19 FACEBOOK (FB) POST - SOFT
SELL

20 - 25 FACEBOOK (FB) POST - HARD
SELL

26 - CONCLUSION

27 - WRITING STYLES

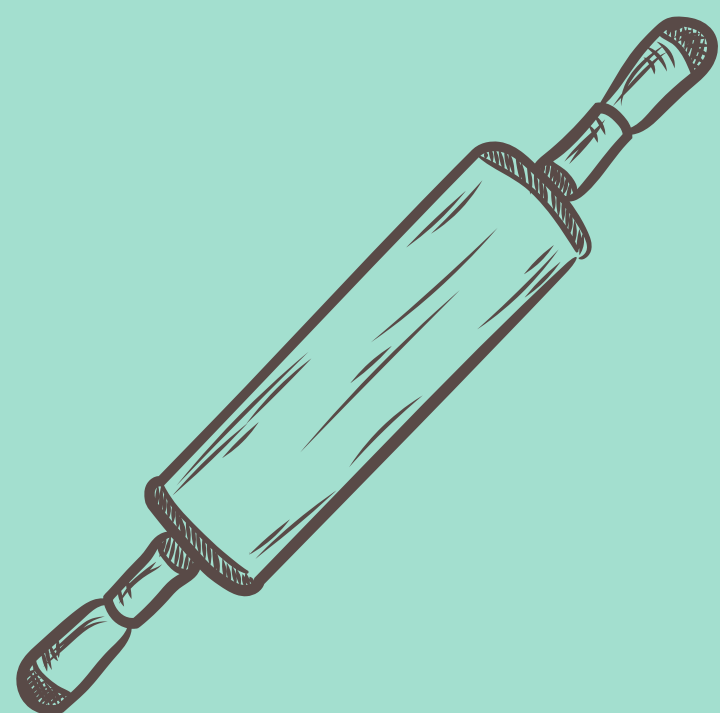


TABLE OF CONTENT

INTRODUCTION

Emma's Bakery is a bakery shop and it is addressed at Johor Bahru. The business uses the online platform to sell the products. The founder of the business is Sinah Siran or known as Emma. The business she made is a small business and usually the product would be made when the order came from the customers. Our mission is we are passionate about producing our desserts that are unique, taste great and satisfying people. Our vision is to become one of the best bakeries in the world.

