

NASI AYAM MAWAR

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EXECUTIVE SUMMARY

This report is create 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. Nasi Ayam Mawar is a restaurant that located at Taiping Lake Garden. It is family business and the main menu itself of course Nasi Ayam. Other than that, there are also other special menu that had attracted the customers. Promoting this business on social media platform, in this case Facebook, was a great idea in order to give highlight more on the menu and of course the location of the restaurant itself, located at the place with beautiful scenery.

INTRODUCTION

Nasi Ayam Mawar is a restaurant that owned by a married couple, Mr Shahrman and his wife Ms Mimi. Both of them start this business in 2020 and named it Mawar, their first daughter name. the main attraction of course their famous Nasi Ayam that cooked using their own family recipe. Other than Nasi Ayam, there are also variety of menu such as Laksa Utara, Mee Kari, Bihun Sup and more. All of the menu suits well Malaysians people taste and that is the main reason why this business is selected to be main highlight for this social media portfolio assignment.

FACEBOOK PAGE - NASI AYAM MAWAR



FACEBOOK LINK

<https://www.facebook.com/NASI-AYAM-MAWAR>