



اَوْنِيُوْ سِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



| | |
|--------------------------------|---------------------------------------|
| FACULTY & PROGRAMME | FACULTY OF ACCOUNTANCY (AC220) |
| SEMESTER | 4 |
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Thank you.

Executive Summary

Manis. is a home-based business that started on 1st November 2020. Nurul Adibah binti Zakariah is the owner, as well as the sole baker for this business. Started as a hobby, my love and passion for baking has encouraged and played a big role for me to start this business. I try to create unique cake designs by paying excellent attention and be creative in design detail to distinguish myself from competitors.

As our business started during MCO, I make petite and small size cakes to ensure no food waste is made since a large number of people cannot gather at one place. Most of my cakes can feed up to 5 people per cake, suitable for small event gathering. Since the business is a home-based business, we only deliver our cakes to customers and all cakes must be pre-ordered.

I use the social media platform which is Facebook to conduct my business and apply copywriting techniques such as hard sell and soft sell in promoting my new set-up business. This way, I can reach my target customers and communicate with them easily.

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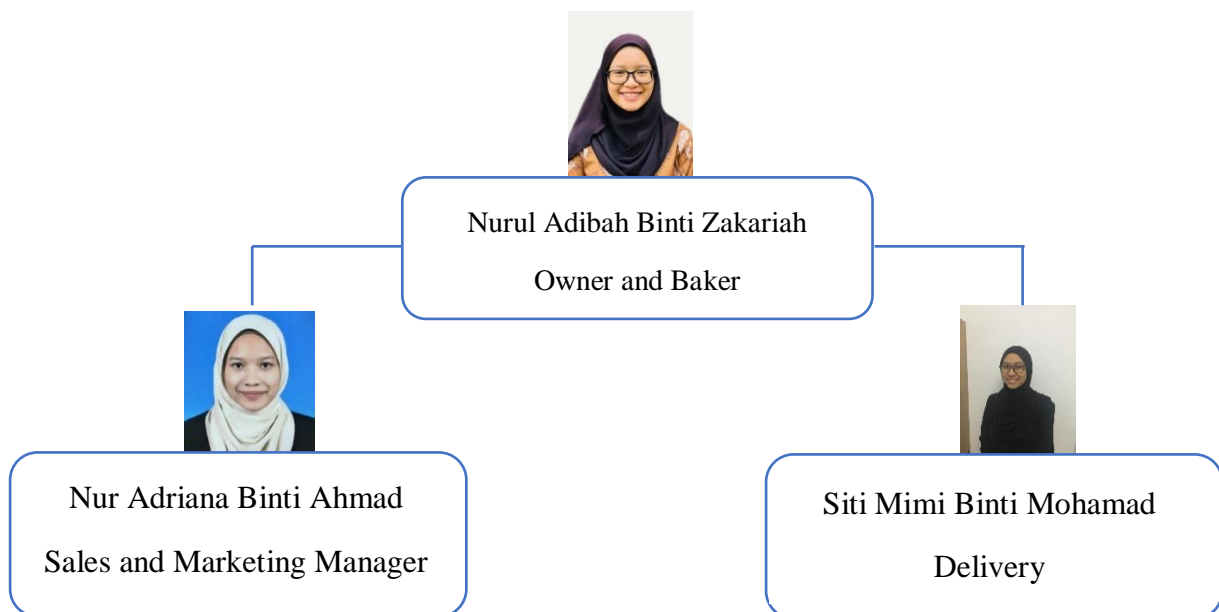
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2.0 Introduction of Business

i. Name and Address of Business

- Name of Business = Manis.
- Address of Business = 511, Blok 20, Seksyen 6,
40 000 Shah Alam,
Selangor

ii. Organizational Chart



iii. Vision and Mission

Vision

- Bringing happiness and excitement to customers with unique cakes as if they come out from a fantasy story.

Mission

- To provide an affordable price for various types of cakes to choose from.
- To provide cakes that are suitable for any type of event.
- To provide hygiene and a clean workplace environment.
- To provide unique cake design.