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UNIVERSITI TEKNOLOGI MARA
FACULTY OF HOTEL & TOURISM MANAGEMENT
BACHELOR SCIENCE IN TOURISM MANAGEMENT

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: HOME-BAKE BROWNIES by
SYAZANA KITCHEN

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ACKNOWLEDGEMENT

In the name of Allah SWT, the most beneficent and merciful who provide me a good health and knowledge for me to accomplish this report. This report is a task given to me in the subject called ENT530: Principles of Entrepreneurship.

Then, I was so thankful having Madam Norfazlina Ghazali as my lecturer in this subject. She guides me to conduct online business and also give us motivation or moral support in different matters regarding the subject. She also has provide report outline or guideline of assessment so that I can know what I must to do and she also taught me to make the business become better with some tips to improve business with mouth or in social media only.

Besides that, I would also like to thank to University Technology Mara (UiTM) for making this subject as a part of our syllabus to acknowledge business education not only in study but after graduate I can use this knowledge to open a lot of business and become successful person.

Thus, I would like to say thank you to my lovely customer that are always support my business and put a trust on my work. I will keep improving my skills to make my customer appreciate and happy for it.

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EXECUTIVE SUMMARY

Syazana Kitchen gives opportunity for their customer to try brownies with different topping with the touch of love. Our business offer affordable price of brownies so that people can grab whenever they want to taste it. We are giving them different types of brownies with different range of prices according to the amount of the ingredients and the topping of the brownies. We also provide Cash on Delivery (COD) for customer in Melaka and we also have an agent from Johor, Negeri Sembilan, Kuala Lumpur and Selangor to delivery our brownies for our lovely customer from other than Melaka. For Melaka, our Founder of this business will deliver it to the customers' home every Saturday and other state in Monday from our agent. Don't worry customer from other than Melaka can taste this home-bake brownies and we deliver it in front of your home. Our profit also come from charge of delivery which is the range of COD is RM5 to RM20 depends on the distance from our agent home to your location. Profit from charge was not high because we did not want charge too high for our customer, we just want make them happy and satisfy eat our home-bake brownies.

Our target audience is woman or housewife or business woman that are looking our brownies to share with their family or their friends. We target this group of people because we know woman loves to eat chocolate not only chocolate but the food that make from chocolate, they will buy it. Thus, this group also they will also buy our brownies if they want it without thinking of money to satisfy the cravings they experience.

After receiving an approval certificate from Suruhanjaya Syarikat Malaysia (SSM), our business began run on October 2020. We have our target customer but it actually open for all customer either they are man or other than our target audience also can buy our brownies. We just want satisfy our customer wants and cravings.

The marketing strategy that our business uses is from the taste of brownies that will satisfy them and make them repeat it. We also provide promotion for our customer like 20% off for purchase one of our brownies and free delivery on 12.12 sales. We also give a promotion for New Year Celebration which is customer can request their own topping of brownies other than our main topping. This promotion is only for 30 early orders and very limited order for this promotion. This strategy will attract customer to trying our brownies and it can satisfy their wants and needs.

In addition, Home-Bake Brownies by Syazana Kitchen are owned by Nurul Syazana Binti Zainudin and she working together with a help from agent of this business from Johor, Negeri Sembilan, Selangor and Kuala Lumpur in Malaysia. Our business also use Facebook page as a platform to introduce our brownies and attract customer to buy it. We use this platform also to gain more awareness and generate more sales at once. Facebook is the platform for us to promote our brownies by doing teaser post, soft sell and hard sell as our sale posting. Thus, platform that we use for our business not only Facebook but we also use Whatsapp for customer making their orders if they are interested.

TABLE OF CONTENT

CONTENTS	PAGES
ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
TABLE OF CONTENT	v
i. GO-ECOMMERCE REGISTRATION	1
ii. INTRODUCTION OF BUSINESS a) Name and address of business b) Organizational Chart c) Mission / Vision d) Descriptions of Products / Services e) Price List	2 - 6
iii. FACEBOOK (FB) a) Creating Facebook (FB) page b) Customing URL Facebook (FB) page c) Facebook (FB) post - Teaser d) Facebook (FB) post - Copywriting (Hard Sell) e) Facebook (FB) post - Copywriting (Soft Sell)	7 - 21
CONCLUSION	22
REFERENCES	23