



اَوْنِيُوْ سِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## SOCIAL MEDIA PORTFOLIO

COMPANY: CHĪZUKĒKI SOUFFLE



### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME** : FACULTY OF BUSINESS MANAGEMENT,  
BACHELOR OF BUSINESS ADMINISTRATION  
(HONS.) MARKETING (BA240)

**SEMESTER** : 4

**NAME** : IMAN AQILAH BINTI SHARUL AZMAN

**STUDENT ID NO.** : 2019819528

**CLASS/GROUP** : BA2404B

**LECTURER** : MADAM NORLIZA BINTI SAIFUL BAHRY

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## EXECUTIVE SUMMARY

Chizukeki Soufflé is a business that selling a famous cotton cheesecake that is known as Japanese soufflé cheesecake. Chizukeki is a Japanese word which means cheesecake. So, Chizukeki Soufflé is a meaning Soufflé Cheesecake and that's how the name came to be. Chizukeki soufflé offers various type of fruit for the topping which the main is strawberry and others are grapes, berries, kiwi, mango, and more according to customer's preferences.

Chizukeki Soufflé is located at Seremban, Negeri Sembilan and the product has a wide of target market as it can be eaten by all category of people regardless of the age, gender, or income level. This is because, the product offers a very affordable price and the taste of the cake is less sweet than the standard cheesecake which make it suitable for all especially for whom that take care for the calorie intake.

The revenue of the product is showing a rapid growing even though just new in the market. The business is accepted by all people in the area. Moreover, the promotion of the business through social media platform which is Facebook has created the business to be better known and thrived. Indeed, it is very encouraging. I am aiming for a higher return in the future and will growing at other states by improving the marketing strategies and offers more variety of products.

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## 2 INTRODUCTION

### 2.1 Name of the Business



*Figure 3 Chizukeki Soufflé logo*

**COMPANY NAME** : CHIZUKEKI SOUFFLÉ  
**NATURE OF BUSINESS** : PRODUCING AND SELLING (BAKING)  
**ADDRESS** : NO. 51, TAMAN DESA FLORA,  
SENAWANG, 70450, SEREMBAN,  
NEGERI SEMBILAN