



اَوْنِيُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**



**SOCIAL MEDIA PORTFOLIO:
THE CAKERY**

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**PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING**

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

ACKNOWLEDGEMENT

In performing this assignment, we were given a guideline from respected person to help the students easier when doing this social media portfolio. I would like to introduce my supportive lecturer, Madam Norliza Saiful Bahry for giving the guideline. I want expand my deepest gratitude because Madam give the guideline, without the guideline I cannot completing this assignment very well. Other than that, I would like to spread the gratitude to Madam Norliza and my fellow friends because guided and taught me in writing this assignment.

This is quite challenging also since ODL because it's not face to face classes. So that, I have to focus and asked more question about this portfolio to many people if I don't understand what to do. I want say the greatest thank you to all people who help me in completing this assignment. I managed to complete my social media portfolio report with successfully by His guidance and blessings.

EXECUTIVE SUMMARY

The Cakery is a cake produce shop from Kelantan established on January 2021. The Cakery shop is located at Jalan Kebun Sultan Kota Bharu, where its place is near to the Kota Bharu city and others development which is strategic place as well. To people who don't know where the place, its takes 5 minutes only from Aeon Mall Kota Bharu.

At The Cakery shop, they are focusing on the making and selling of the variety cakes especially on the viral cakes nowadays where its goal is to propose the delicious cakes with affordable price that give customer enjoyed when eaten. This shop are successful in add the most affordable price and getting the higher gross profit compared to others shop eventhough this shop has just opened but has received a warm response from customers according many followers on the facebook page and customer review.

Our business product give an incredible taste to the customer because the tenderness and sweetness of the cakes make our customer always recognized the taste. Although there is a lot of competition for cake shops in Kota Bharu, we are not afraid because we already provide high quality products and good service to customers who come to our shop. Since this shop opening, our cakes was sold more than 50 cakes with different kinds of cakes. Furthermore, The Cakery is a great marketable product of choice that can be further spread to others places.

2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business

- The Cakery is the business name which was determined on the basis of our main product that we sell which is cakes. The consolidation of the cakes and our shop names shows this shop are selling the cakes with many kinds of cakes that people can get from our shop. We decide to choose The Cakery because in Kota Bharu, there is no cafe or shop that uses this name and this can differentiate our shop from other shops. Our business motto is “Rasa Manis Dalam Setiap Gigitan” that show our cakes taste are delicious and fantastic which every bite will taste great in the mouth. Other than that, as our target market is for cakes lover and all teenagers and above whether male or female with range 13 - 60 years old because our kinds of cakes are suitable for individual whether group and also can be book to celebrate birthday party. On other hand, the table below show the business information of The Cakery:

Name of Business	The Cakery
Shop Address	PT55 Jalan Kebun Sultan, Lorong 14/2 Taman Sentosa, 16300, Kota Bharu, Kelantan.
Business Website	https://m.facebook.com/the.nscakery/
Business Contact	010-9389091
Main Activities	Wholesale of cakes sales
Types of Business	Enterprise
Business Category	Food & Beverages

