



اَبْنُو سَيِّدِي تَيْكُو لُو كِي اَمَارَا
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MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
SOCIAL MEDIA REPORT



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FINANCE

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PROJECT TITLE: SOCIAL MEDIA REPORT (SMOL BITES)

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Through the problem that I face during my completion of this assignment, I manage to learn many new things, become more organize and expert in handling problem that occur in my business.

This portfolio or study includes the social media company that we have created a Facebook page for selling our product using Facebook. Sales income, soft sales creation, hard sales creation and teaser creation to attract customers and make them feel excited about purchasing our goods.

EXECUTIVE SUMMARY

For this semester, all students that take Principle of Entrepreneurship (ENT530) need to think and choose one product for them to sell. The purpose for this report was to analyse and observe the credibility of the company on what kind of marketing strategy that they choose in order for them to enhance the customer awareness regarding the products that they sold. For this assignment, we have use one of the best and suggested tools to attract of social media which is Facebook.

We are required to learn and create a Facebook page. In the Facebook page we market and promote our product to the customer and attract them to buy our product by posting teaser, soft sell, and hard sell. I have learned on how to create a Facebook page and succeed in creating it. I market my product as an agent which is bomboloni by the brand name Smol Bites. Why Smol Bites Product? Smol Bites is a trademark for my mouth-watering dessert which is bomboloni. The main objective that is to achieve for the business is to offer variety of flavor of bomboloni to my customers with affordable price and luxurious taste of my flavors that I have offered. My business was started on end of December in 2020. According to the customer review, my product gave a fantastic taste because the fluffiness of the bomboloni itself make my customer remembered the taste. This product is also liked by many due to the cheap and affordable price.

Hence, this product provides a good insight for the continuation of sale to our customers. Since early of its opening, bomboloni by Smol Bites was sold more than more than 50 boxes with different flavor. Increasing demands for my product results into a good profitable sale revenue to my business project. Therefore, bomboloni by Smol Bites is a good marketable product of choice that can be further expanded to many different areas as the business keeps on growing.

The location of the business is at my own house which located at Seri Kembangan, Selangor. Hence, customers also can take an order or can pick up their order themselves at my house. I also do a Cash on Delivery (COD), which I will deliver the bomboloni at their house or location by adding extra money according to the region. Customer also can contact me through message or calling for any inquiries or to make any order.

My product is targeting the customers from area Seri Kembangan, Cheras, Puchong, Shah Alam and Kuala Lumpur. It is also targeting people who love to eat sweet food which is bomboloni with a variety of flavor to enjoy and having the sweetnest taste of bomboloni.

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2) INTRODUCTION OF BUSINESS

2.1 Name and address of Business

Smol Bites is a business name that had decided based on our product. To make it cute and modern, we created our business name as a smol bites which smol means “small”. The combination of these two words means that since we are selling a Malaysian dessert food, so the amount of intake in every bite is small. Our business motto is “perfectly light in every bite” which means that, every time when our customer take a bite of our bomboloni, they will definitely remember how fluffy and mouth-watering our product is. In addition, our target market is for all teenagers especially university’s students and above with range 13-55 years old since our bombolonis are suitable for individual who loves to take dessert or eat something sweets.



Figure 2.1: Smol Bites official logo