



اَوْبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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**GROUP: BA2424B**

**PROJECT TITLE: SOCIAL MEDIA PORTFOLIO (ButtermilkCiken)**

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## **Executive summary**

ButtermilkCiken provides food and also delivery service to their customers. Our business offer affordable prices and service to our valued customer by giving them a variety set of menu with a different range of price. Also, we offered free delivery to customer who lived in Batu Gajah area only. Meanwhile outside Batu Gajah area we will impose delivery charges. Our target audience we are specifically looking for teenager, kids and adult because at this range of age usually they love to try out new things and they usually tend to choose things that fit in with their lifestyle. As we know young people usually tend to have busy lifestyle so they prefer something that is not necessary take their precious time to prepare the food. In fact our product is suitable for any kind of people's taste. We produced two types of dish where the original one is spicy because we added chili and the other one is less spicy because we don't add chili.

Furthermore in terms of packaging we also used paper box in order to save the earth and in the same practising eco green lifestyle. Beside that our packaging also is ready-to-eat box where our customer can enjoy our product anywhere & anytime they prefer. As a whole ButtermilkCiken is owned and run by me (Mohamad Kameel Bin Rejal). ButtermilkCiken also use social media platform like Facebook (FB) to attract potential customer and online customer as we know people nowadays are communicate and socialize through social media more often compare to years back then especially during this pandemic Covid-19 outbreak people are not recommended to go out often in order to cut off the Covid-19 chain. By doing so we are not can just promoting our product but we also may able to spread awareness and generate more sales at once. We have promoted the ButtermilkCiken by doing several method which is teaser post, hard sell post & soft sell post on Facebook.

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