



SOCIAL MEDIA PORTFOLIO



ALIAH SYAHIDAH BINTI ABDUL MUTTALIB (2020964641)
AC220B4D

Lecturer's Name: Madam Nurakmal Ramli

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1.0 EXECUTIVE SUMMARY

Dessert Dream Enterprise provides a premium ice cream cake in jar. Since Malaysian loved to eat dessert such as cake and ice cream, so, we combine it to become a product of ice cream cake in jar. When the demand on homemade ice cream of Muslim product is increase I have decided to create company of Dessert Dream with a tagline of Real Ingredients, Real Ice cream, Real Smiles.

Our company will be at home based area Bakri, Muar, Johor in which it is very close to Batu Pahat, and Melaka. Since our company is home based, it can attract more people from this area first. Our targeted clients is from the teenager, student and working people. By purchasing this product they can get extra energy and have more time with family during their leisure time.

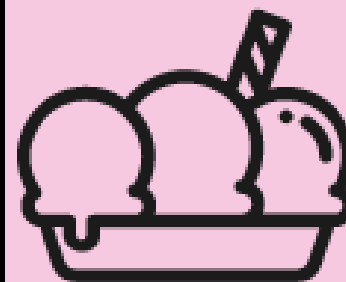
Dessert Dream is established since November 2020 in Muar, Johor. As it is located at the rural areas, the company plans to offer a quality and premium product at a reasonable and affordable price. As we planned this ice cream cake have many type of flavor and the standard sized is about 250 gram per jar. The size also can be custom according to the demand of the customer. We are sure that our product will awe many people especially for the dessert lovers.

I have created a facebook page to expand the business through social media and it will make the product have more customer to it by using hardsell and softsell techniques of posting. Dessert dream also hope that the distribution channel of the product will become wide by helping from the agent or dropship.



3.1 COMPANY BACKGROUND

Name of The Business	Dessert Dream Enterprise
Tagline	Real Ingredients, Real Ice Cream, Real Smiles
Business Address	No. 8, Jalan Bakri Mulia 1, Taman Bakri Mulia, 84200, Bakri, Muar, Johor
Corresponding Address	dessertdream99@gmail.com
Telephone Number	013-6149059
Form of Business	Sole Proprietorship
Main Activities	Food and Beverage product
Date of Commencement	1 November 2020
Name of Bank	Maybank
Bank Account Number	564382053545



DESSERT DREAM
Real Ingredients, Real Ice Cream, Real Smiles

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Dessert DREAM HQ



013-6149059