



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى نَبِيِّنَا مُحَمَّدٍ
UNIVERSITI
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SOCIAL MEDIA PORTFOLIO (ENT530)

SOCIAL MEDIA REPORT

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ACKNOWLEDGEMENT

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Regards with love,
Thank you.

EXECUTIVE SUMMARY

LELEH DOK'OH is a trademark for our cheesekut leleh. The main objective to achieve for the business is to offer the variety of cheesekut topping types from our own brand to our beloved customers with affordable price and luxurious taste of cheese.

Our business was started on 10 of October in 2020. According to the customer review, our product gives a fantastic taste because the creamy and fluffy taste of cheese with premium biscuits make our customers remembered the taste. This product is also liked by many people 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 the opening, cheesekut leleh by LELEH DOK'OH were sold more than 500 containers with different toppings of our cheesekut leleh. Because of increasing demand of our product result into a good profitable sale revenue to our business project. Therefore, our cheesekut leleh by LELEH DOK'OH is a good marketable product of choice that can be further expended to many different areas as the business keep on growing stable.

INTRODUCTION OF BUSINESS



Figure 2 LELEH DOK'OH Official Logo

Name and Address of Business

Cheesekut leleh is the name that have been decided for our main product to run the business. The combination of these two words between cheesekut and leleh shows that we sell the good product using premium materials in town. Our business motto is “meleleh sehingga menjilat jari” which show that our cheesekut leleh by LELEH DOK'OH is worth to buy when you crave for something sweet but not too sweet. As for our target market, cheesekut leleh is yargeted for all children and teenagers and also for the whole family as our product are suitable for all ages from 4 years old and above. This cheesekut leleh also suitable for side dishes, tea time and for family gathering or other events.