



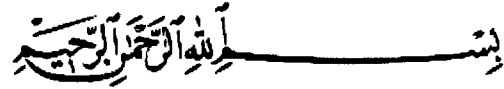
ENT530
PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO

PREPARED FOR:
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ACKNOWLEDGEMENT



“In the name of ALLAH the Most Gracious and the Most Merciful”

First, I would like to thank you to Allah the Al-Mighty because I have finish my Written Report on Social Media Portfolio for Principle of Entrepreneurship (ENT530). In my effort to prepare this report, I have gained an invaluable experience and was able to explore the full potential of my capabilities. This success is the result of my effort.

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EXECUTIVE SUMMARY

Maria Lula Kookies Project is start its online business operation in year 2016. It is equally owned and managed by its two partners Pn Maria Fida Binti Ismail and En Eszrul Anuar Eshkak.

Existing Page Roles

Admin

Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles.



Maria Lula
Admin

Edit



Eszrul Anuar
Admin

Edit

Maria Lula Kookies Project is a food and beverages business. The business is focusing on selling cookies and cake online. The transactions are open to all group of customers.

Maria Lula Kookies Project not only focusing around the market but also offer customers who are outside or different regions or states. By using Facebook platform, the product market is more open.

With an increasingly modern marketing form and product design that needs to be updated regularly, we offer high quality services to our customers through this virtual platform.

Maria Lula Kookies Project intends to hire the agents to handle customer service and delivery the product.

1. INTRODUCTION OF BUSINESS

1.1 Name and address of business

Maria Lula Kookies Project

No 9 Jalan Sahib

Kampung Paya Jakas

Jementah,

85200 Segamat Johor

1.2 Vision / mission

Vision

To offer our customers the best cookies in both quality and quantity. We pride ourselves on bringing results that count in everything that we set out to do and we are constantly striving for successful outcomes of our business.

Mission

Our mission is to supply the best cookies ever made. By using premium ingredients in every freshly baked treat, and offering excellent customer service, we guarantee products that are not only delicious but also a delight to enjoy.

1.3 Descriptions of products / services

Maria Lula Kookies Project will provide best for a variety of quality cookies at reasonable prices. The cookies we supply are worth the quality and the price. We not only supply the cookies, but we also guarantee that our product give the customer a delight to enjoy and delicious.

1.4 Price list

PRODUCT PRICE LISTING

COOKIES

1.	M&M Cookies	50	25
2.	Maca Maca Damia	50	25
3.	Makmur Gajus	50	25
4.	Makmur Kacang	50	25
5.	Mama Carries	50	25
6.	Manjalara	50	25
7.	Milosaurus	50	25
8.	Misz Lola	50	25
9.	Mushroom	50	25
10.	Nutella Donut	50	35
11.	Nutty Notty	50	25
12.	Pineapple cheese square	50	25
13.	Pistachio Cookies	50	25
14.	Pistachio Oreo	50	25
15.	Popia Udang	50	20
16.	Rainbow Maringue Kisses	50	28
17.	Red velvet	50	25
18.	Rosalinda tart	50	25
19.	Royale Galore	50	25
20.	Royale tart	50	25
21.	Samosa ayam	50	20
22.	Samprit Cheese	50	20