



اوتو ستيق تيكولوغي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA



## FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION  
(HONORS) HUMAN RESOURCE MANAGEMENT

ENT 530

PRINCIPLE OF ENTERPRENUERSHIP

## SOCIAL MEDIA

(TINY BITS)

NAME	ID NO.
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GROUP : NBH6A

LECTURER : MADAM ZANARIAH BINTI ZAINAL  
ABIDIN

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- s/all small?

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## EXECUTIVE SUMMARY

Tiny Bits offers snacks products which is cookies, those cookies were packed in Ziploc bag. Tiny Bits cookies are suitable to be distributed as goodies bag for any occasions or events. It is also suitable to be eat as snacks anytime and anywhere. There is variety type of cookies, six types of cookies to be exact. Shapes Cookies, Choc Chip Cookies, Pineapple Cookies, Koala Cookies, Teddy Cookies and Icing Cookies.

Tiny Bits customers are consists of a person who's making the cookies as goodies bags for celebrating birthday, ceremony, and events. Tiny Bits offered free delivery for any Klang Valley purchased and Cash on Delivery (COD). Tiny Bits received good feedbacks on its delivery services and affordable price of products. Tiny Bits target to expand its business for Non Klang Valley area. Across Klang Valley – KL City particularly, Tiny Bits business has seen started begin on April 2019.

Tiny Bits marketing strategy is to emphasize the quality and price of its products and services. Tiny Bits offers affordable price because many competitor in Kuala Lumpur. Thus, Tiny Bits develop marketing strategy that gives attraction to customers to buy Tiny Bits cookies.

The management of Tiny Bits consists of two workers which is Farah Binti Roslan and my brother. I also create Facebook account to expand my business through social media and learn how to post Facebook post for business product whether teaser post, soft sell and hard sell, I also must achieve the revenue at least RM 61 and above and prudent spending for my product to avoid profit falls.

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INTRODUCTION TO BUSINESS

Name: Tiny Bits  
Address of Business: No.11, Jalan Telok Pulau, Taman Bukit Seputeh, 58000 WP Kuala Lumpur

Organizational Chart:

