



FACULTY OF BUSINESS AND MANAGEMENT

**ENT 530
PRINCIPLE OF ENTERPRENUERSHIP**

**SOCIAL MEDIA
(*FLUFFY BITE*)**

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GROUP

NBH6A

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ACKNOWLEDGEMENT

Alhamdulillah ,most grateful to Allah for the completion of the Social Media portfolio as one of requirements that needs to be accomplished the assignment for course ENT530.

This portfolio has prepared with the cooperation and support from my family,friends,and my lecturer Puan Zanariah binti Zainal Abidin which is guiding and providing us with useful information during the process of completion of this Social media portfolio project.

Through this assignment , I have learn how to start up the business and how to handle the customers.Besides that,I am so happy because, I manage to fulfill all the customers order . The main objective of this project is about how to start the business using the social media which is Facebook,I have learn how to create teaser, softsell and hardsell. I also could manage to attract people which is support my project too.

Lastly,I hope with this social media business and portfolio report will benefit me and who know I will continue the business and become my side income and I will be the successful entrepreneur in future.

EXECUTIVE SUMMARY

Fluffy Bite Fluffy bite is home-bake buns which is inspired by Malaysian by producing a variety of flavors.Fluffy Bite home bakery is located at Halaman Pengkalan Sentosa,Ipoh. Fluffy Bite targeted people around Pengkalan,Batu Gajah and Ipoh town.Customer can order and get fresh bake and product based on order so customer will get new buns. Besides selling the product Fluffy Bite also share some tips and info with the customer and follower of the page.We share what we know and next will build a good relationship with customers.Fluffy Bite also expanding and exploring ways to promote this online product and services business in social media. Skills and ways to know how to attract customers are important. Start by giving teaser a customer to give the customer a sense of excitement to know what product to sell. Next, the skills to make soft sell to give you an idea of exactly what the product is going to sell in the right way. Last but not least, hard-sell-making skills to customers to attract customers continue to buy promoted products.InsyaAllah Fluffy Bite will be the successful entrepreneur in future.

INTRODUCTION OF BUSINESS

Name and address of business

Name :Fluffy Bite

Address: NO 23,Laluan Pengkalan Sentosa 14,Halaman Pengkalan Sentosa,31650,Ipoh,Perak Darul Ridzuan

ORGANIZATIONAL CHART



Owner
Ainaa Amira Binti Zorani



2nd Owner (Baker)
Azizah binti Abdullah

VISION AND MISSION

VISION

To provide baked goods of excellent quality to every household in Ipoh town.

MISSION

Fluffy Bite mission is to create a bakery which makes the best quality buns with fresh and quality ingredients and fresh daily.

DESCRIPTION OF PRODUCT

Fluffy Bite Fluffy bite is home-bake buns which is inspired by Malaysian by producing a variety of flavors.

PRICELIST

Product name	Price (RM)
Elsa	1.50
Red bean	1.50
Chicken floss	1.50
Chocolate cream	1.50
Cheese bun	1.50
Butter sugar	1.50
Sausage	1.50
Pandan kaya	1.50
Mini pizza	2.00
Mini pizza boat	2.00