



اَوْنُوْرَسْتِيْئِيْ تِيْكَنُوْلُوْجِيْ مَآرَا
UNIVERSITI
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PRINCIPLES OF ENTREPRENEURSHIP

ENT 530

SOCIAL MEDIA PORTFOLIO

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TABLE OF CONTENT

| | | |
|-------------|---|----------------|
| 1.0 | Preliminary materials..... | 1 |
| 1.1 | Acknowledgement..... | 1 |
| 1.2 | Executive Summary | 2 |
| 2.0 | Introduction of Business..... | 3 |
| 2.1 | Name of address of business..... | 3 |
| 2.1 | Organization chart | 3 |
| 2.2 | Mission and Vision | 4 |
| 2.3 | Description of product | 4 |
| 2.4 | Price List | 5 - 8 |
| 3.0 | Create FB page | 9 |
| 4.0 | Custom URL FB Page/ Likers | 10 |
| 5.0 | FB teaser Post | 11 - 17 |
| 6.0 | Hard Sell | 18 - 27 |
| 7.0 | Soft Sell | 28 - 36 |
| 8.0 | Frequentcy of Posting | 37 |
| 9.0 | Sales Report | 38 - 39 |
| 10.0 | Conclusion | 40 |

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SUMMARY

Mamasab Bakery is a bakery business based Cyberjaya, Selangor. We are a new bakery brand which is sell cakes, cookies and brownies. Furthermore, we also offer marinated frozen food such as lamb marinate to expand our business toward the taste and preference of our client. bakery class for our customer for those interested to generate income in bakery line of business.

Mamasab Bakery focus is produce and sell high quality and handmade pastry and desert to our customer. Our potential target market is middle and low class who want to consume desert product with affordable price. We provide "Cash On Delivery" services to our client who is busy in their working life. We have future plan which is to attract people join our team to be an agent in every state in Malaysia.

Our marketing is to emphasize the quality and the price of our product into the market demand. We offer affordable price to each our product based on current price. Other than that, we also develop our marketing strategy that give attraction by giving extra discount to our customer. We use social media platform to promote our product into market.

Mamasab management consist only two person in which are led by Roshazwani Binti Roslan who is the founder of Mamasab Bakery. For now, we have one registered agent Ms Farazila Binti Abdul Latir whose help in operation in term of collect order, making delivery order to client and promote product through social media. In future, we plan to growth our business by open new branch in develop city such as Johor and Penang.

I hope Mamasab will be accepted by the people and market in which can give more competitive to the others bakery business too. We believe that we can be The Top 1 Bakery Choice in Klang Valley soon!

INTRODUCTION

Mamasab Bakery are registered under SSM in 30 September 2019. We are basically based in Cyberjaya, Selangor. We are specialized in desert food which is cakes, cookies and brownies. We also provide marinated frozen food to expand our business. Our store operates 8am until 8pm every weekdays and Saturday for 8am until 2pm. We provide a lot of variety desert to the desert lover. We promote our product through social media platform such as Facebook and Instagram. We also provide Cash On Delivery services to our customer in Klang Valley area. By trademark "Lubuk Kek No 1 in Malaysia" we believe that our product can enter the market and being competitive to others.

ORGANIZATION CHART



Roshazwani Binti Roslan

Founder of Mamasab Bakery



Farazila Binti Abdul Latir

Registered Agent of Mamasab Bakery