



COURSE:

ENT530 – PRINCIPLE OF ENTREPRENEURSHIP

TITLE:

INDIVIDUAL PROJECT: SOCIAL MEDIA (FB) PORTFOLIO
NAME OF PAGE BUSINESS: BONDA'S RECIPE

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*Vision 2 hours day
Hand sell food
mums 3
9/2-3
88*

Acknowledgement

Alhamdulillah to Allah S.W.T for the completion of my Social Media Portfolio which is one of the requirements that need to be accomplish in the course work assessment for subject code ENT 530. Special wish to my family because always giving me their support to complete my portfolio by promoting my page and my product to their friend. Also, this portfolio was prepared with the corporation and helps from many people including my lecturer Madam Zanariah Binti Zainal Abidin because kindness in giving me the informative info to complete this portfolio. Through this portfolio, I be able to learn and manage how to run online business in proper way by using Social Media which is Facebook. Also, from this assessment a lot of knowledge I gain in order to get customer with interactive advertising and skill such as from teaser, soft sell and hard sell method.

Executive Summary

Bonda's Recipe is a business that carries out online business for marble cake products. That cake products. It consist of homemade marble colourful cake. This business is created to provide an opportunity to all customers who cake lovers. and want to have them at affordable prices. Apart from selling products to consumers, Bonda's Recipe also provides useful info and tips to make a cake for business purpose. It might help someone to create a business for itself. Retaining Bonda's recipe customers is a very strong suit for this business and so we have strategies in place to ensure that our customers remain happy with our products and services. This can be achieved if we employ the best customer service executives who are adept at handling orders, promptly attending to complaints and inquiries. We also intend to provide a listening ear to our clients for feedbacks that will help make the company progress. In addition to reinforcing strategies for maintaining customer loyalty towards Bonda's Recipe, expanding and exploring ways to promote this online product and services business in social media is important. 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 which 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. Bonda's Recipe can further enhance this entrepreneurial knowledge to further develop this business in the near future.

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1. Introduction of business

- Name and address of business

Name of this business is Bonda's resipe. This business address is B--14 Apartment Baiduri, Ukay Perdana 3, 68000 Ampang Selangor. This business is only conducted by two staff member and he is the owner of this business. Another staff is a shareholder and also a baker for the cakes. As the only person in charge of doing this business, the task of the Bonda's resipe owner and shareholder is to manage and update the Facebook account of Bonda's resipe by promoting the product released. In addition, record buyer details and record cash flow and entry by providing sales reports. Lastly, He as a person who manages on hand carry the products and delivered direct to the customer. He preferred to prioritize the concept of cash on delivery with the intention of maintaining the quality and cleanliness of the product. Bonda's recipe focus on cash on delivery method in term of payment and delivered the cake to customer.