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SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

This project is one of the businesses that I created for an entrepreneurship course that I am taking in semester 5. To advertise my existing business in the real world, I had to use Facebook as one of the platforms. To entice clients, I chose the name "Brookies," which signifies a cookie brand. Overall, it greatly assists me in improving my business.

Brookies is an online business run by Anis Farah Aina binti Syaiful Azuan. Addressed at PT 122, Taman Darul Salam, Pasir Puteh, Kelantan. Brookies also offer self-pickup and cash-on-delivery options.

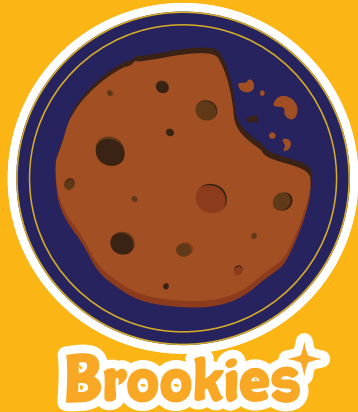
Brookies strive to provide the best service possible to our customers. Our target market is someone who enjoys eating brownies and cookies at a low cost. To make things easier for our consumers, we package our Brookies in secure packaging. We are more focused in our business on providing the actual flavor of brownies cookies that taste like real brownies cake but are crunchy. This is because we understand how essential client happiness is in the food industry.

Finally, I hope that the public accepts Brookies' internet business and that will grow in the future. I am grateful for this aspect because our customers are pleased with the things I created.

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BUSINESS INFORMATION



NAME OF PRODUCT: BROOKIES
**ADDRESS: PT 1224, TAMAN DARUL SALAM,
16800 PASIR PUTEH, KELANTAN**



MANAGER
ANIS FARAH AINA

MISSION

Our goal is to provide quality and happiness to our consumers.

VISION

To establish an atmosphere in which complete customers happiness is our top goal. To provide our consumers with the authentic flavor of brownie cookies.

DESCRIPTION OF PRODUCT

Brownies cookies by Brookies is a premium chocolate brownies cookie that came in a round shape. Brownies are actually a chocolate type of cake that is soft and fluffy. However, Brookies is a cookie that tastes like the brownies but in a crunchy way. It may include any type of brownie cookies such as nuts, chocolate chips, crumbs, and others.

Brookies is a word that formed from the word "brownie cookies". It is a word that will make others be easier for customers to call.

Brookies is a product that from the online shop. They also have self-pickup, deliver to the customer's house, or by courier for them that stay far away from us.

The main social media platform that is used to promote and sell the product is Facebook. Through this platform, customers can engage more with the seller and read the copywriting of the product. The tagline of Brookies product is, "Fresh made daily homemade cookie!", which means we are giving to our customers a 100% homemade cookie that is daily made so that our customers can get it on time and get happiness from it.