



FACULTY OF BUSINESS AND MANAGEMENT

BA242

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

IZSBUTTERFAIRY BY NANI



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Executive Summary

“Bake for Celebrate!”. This slogan is our main tagline in at Izsbutterfairly. We are ready to bake cakes for any types of celebrations at Izsbutterfairly. Birthdays, weddings, anniversaries, graduations, baby shower and many more events. However, many also misunderstood that cakes are meant for celebrations only. At Izsbutterfairly, we also offer to make self-appreciation cakes for those who need it to celebrate themselves or cheer themselves up after a day full of hardships.

Aside from readymade design cakes that we have at Izsbutterfairly, we also accept orders for custom made design cakes. We understand that many people tend to want a cake that is somehow related to them or people who are important to them. Hence, we offer this service to our customer as well. Besides that, the price for custom made cake can vary, however we will try our best to cater our customers’ wants and needs within their budget.

We started our business on 14th September 2020 on social media platform, which is Facebook. Our target customers are parents, students, teachers, workers. Ever since we opened up our business, we received a very good reactions and feedbacks from our customers regarding the quality, the taste, the look and the price of Izsbutterfairly’s cakes. At Izsbutterfairly, we also offer both pick-up and delivery service for our customers, since there are customers who lives nearby and some who lives a bit far.

2.3 Organization Chart

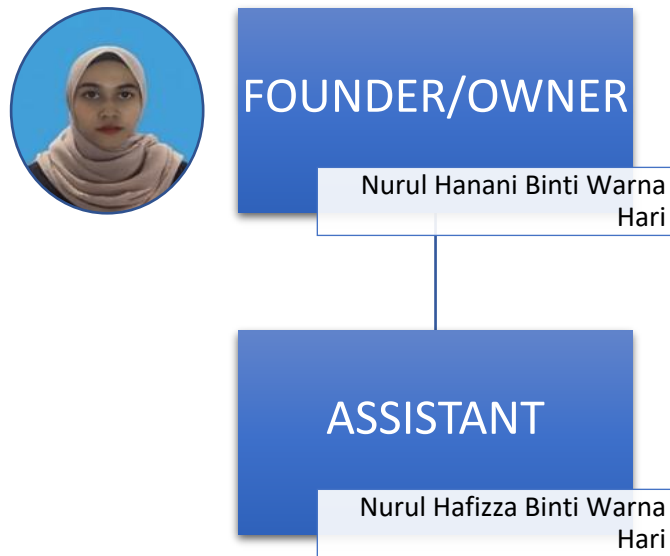


Chart 2.3.1: Izsbutterfairy By Nani's organizational chart

2.4 Mission and Vision

Our mission in Izsbutterfairy is committed to serve only the best quality of cakes to ensure our customers' happiness. We aim to please and to ensure our customers happiness and satisfaction especially for their special day, events, or celebrations. Aside from that, we also only use high quality of raw materials and tools to ensure the finest outcome for our customers.

As for our vision, we want Izsbutterfairy's products to among the best and be at par with other popular names in the same industry in the future.