



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
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PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO



SUGARHOLIC PREMIUM CAKE_SYED AHMAD

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Acknowledgement

In the name of Allah, the most beneficent and merciful, who provide me with good health and knowledge to accomplish this report. This social media portfolio report is a task given to me in the subject ENT530: Principles of Entrepreneurship. A great opportunity that has been given to me as business and management student to conduct a real-life online business selling.

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Executive Summary

Sugarholic Premium Cake_Syed Ahmad is a new establish online business that is selling Sarawak Layer Cake. The types of Sarawak Layer Cake that Sugarholic Premium Cake_Syed Ahmad sells are “Belacan”, “Roboh” and “Lumut”. Sugarholic Premium Cake_Syed Ahmad are using high quality ingredient and imported butter for every cake that they are produce. A sweet buttery taste of Sarawak Layer Cake, and only a flavour for each cake making Sugarholic Premium Cake unique and standout from the others. The combinations make it taste full of each flavour and increase the meltiness in the mouth. The Sarawak Layer Cake by Sugarholic Premium Cake_Syed Ahmad comes with three variety of flavour which is Coco, Prune and Pandan, and two sizes which is loaf size and 7’inch square size.

Sugarholic Premium Cake_Syed Ahmad products are suitable for everyone regardless of their age and gender as it does not contain any harmful ingredients. For now, the target market are the Sarawakian that reside in semenanjung, housewife and kids. Sugarholic Premium Cake_Syed Ahmad currently operates in Puncak Alam, Selangor and only through online. This due to Sugarholic Premium Cake is a home-based business. For now, Sugarholic Premium Cake_Syed Ahmad is promoting the products through Facebook.

Sugarholic Premium Cake_Syed Ahmad is an online business owned and managed by Syed Ahmad Muhajir Bin Syed Abdullah. The recipe that i used in producing the Sarawak Layer Cake is from my grandmother and it can consider as the heritage recipe from 3 generations. Sugarholic Premium Cake_Syed Ahmad is a home-based business and provide delivery across all states in Malaysia including Sabah and Sarawak by using the courier service such as J&T Express, Grab, Lalamove and DHL eCommerce. In the future, Sugarholic Premium Cake_Syed Ahmad target to become the top demanding Sarawak Layer Cake product in Malaysia and make Sarawak Layer Cake well known worldwide.

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2.0 Introduction

2.1 Name and Address of Business



Business Logo

Sugarholic Premium Cake_Syed Ahmad used the word ‘Sugarholic’ in the business name because ‘Sugarholic’ means one who is addicted to sugar; a sweet-toothed person. It is a perfect word to picture the products that I sell. The premium in the business name means the business only use high-quality ingredient to make sure the best taste and remain the same quality for all product, plus it also means exclusively baked to the customer.

Sugarholic Premium Cake_Syed Ahmad business is located at my home address; 19, Lorong Az-zaharah 10/4, Bandar Puncak Alam, Selangor. It usually it takes only a day or two for the product ready to deliver. If the customer is outside the delivery area, I will outsource the delivery process to the courier service such as J&T Express, Grab, Lalamove and DHL eCommerce to deliver the product across all states in Malaysia including Sabah and Sarawak.

Lastly, customers can contact Sugarholic Premium Cake_Syed Ahmad through the WhatsApp number at +60123123684 or Facebook page (@SPCSyedAhmad) for further information and inquiries.