



اُنْبُوْرَسِيَّتِيْ بِاَتِيْكَوْ لُوْ كِيْ بِاِمَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLE OF ENTREPRENEURSHIP (ENT530)**

**SMP PROGRESS REPORT**



**SMP PROGRESS REPORT: BROWNIES LELEP**

**FACULTY** : FACULTY OF ART & DESIGN  
**PROGRAMME** : AD 241  
**SEMESTER** : 05  
**PROJECT TITLE** : BUSINESS MODEL CANVAS (BMC) REPORT  
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Lastly, thanks to each one of the group members of Brownies Lelep's Team, who gave their best effort in helping me for this assignment. Hopefully, with what we have learned from this assignment, it can be a guide for us in the future and help us to develop personal growth.

## **Executive summary**

Started as just a hobby by baking cookies and cakes for the family and friends. After receiving good and convincing feedback, we considered the idea of starting a business by selling my brownies and cookies. We started with an online selling as a starter of the business, the choice of delivery can be selected by our customer either with our personal rider, Lalamove or grab services. Now, the business has gained new customers and in the future, we will venture into new types of cakes and cookies that are suitable for all groups of ages.

After conducting a discussion with one of the co-owner, Dahlia binti mamat@ali, we managed to come up with the idea to create our Social Media Portfolio by promoting our business through social media such as Facebook, Instagram and even Shopee. We identify some problems faced by our business and analyse that we need to come up with more posting about teaser, hard sell and even soft sell to gain customers for Brownies Lelep itself to strengthen their business.

From all the information that we have collected and observed, we need to create advertisements through three types of ads such as teaser, hard sell and even soft sell. Teaser posts on social media will make our loyal customers wait for the products/ service to launch. Hard sell posts can be intended to motivate customers to take action or buy quickly. They are especially useful in sales promotions where the point is to attract customers with a limited time discount or deal. And lastly, Soft sell is designed to avoid angering potential customers and pushing them away. Because soft selling is a low-pressure, persuasive and subtle sales technique, it may not result in a sale the first time a product is presented but helps to encourage repeat sales. Social Media Portfolio helps to visualize the structure of the business and simply tells how to gain customers and create advertisements for the business.

## TABLE OF CONTENT

	<b>PAGE</b>
ACKNOWLEDGMENT	1
EXECUTIVE SUMMARY	2
TABLE OF CONTENT	3
1.0 BUSINESS REGISTRATION	4
1.1 Go-Ecommerce registration	4
2.0 INTRODUCTION OF BUSINESS	5
2.1 Name and address of business	5
2.2 Organizational chart	5
2.3 Mission / vision	6
2.4 Description of products	6
2.5 Price list	7
3.0 FACEBOOK	8
3.1 Facebook Page	8
3.2 Custom URL Facebook Page	9
3.3 Facebook Post (Teaser)	10
3.4 Facebook Copywriting - Hard Sell	16
3.5 Facebook Copywriting - Soft Sell	26
4.0 CONCLUSION	38
5.0 APPENDICES	39

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and address of business

<b>Name of Business</b>	Brownies Lelep
<b>Business Address</b>	LOT 2176 Lorong Wakaf Haji Said, Sungai Udang, 41250 Klang, Selangor.
<b>Email Address</b>	afiqahahmad99@gmail.com
<b>Telephone Number</b>	0182392694
<b>Name of bank</b>	Bank Islam
<b>Bank Account Number</b>	12010025000268

### 2.2 Organizational chart

