



اُونِيُوَرْسِيْتِي بَاتِيْكُونُولُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

Ruang Bake

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : AD241

SEMESTER : 5

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO

NAME : SITI NORDIYANA BINTI MOHAMAD SADZALY

LECTURER : MADAM RAHAYU HASANORDIN

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful.

All praises to Allah who give me strength and knowledge to complete this assignment. This assignment is a part of our subject Principles Entrepreneurship. This assignment has proved to be very helpful and a great experience for me.

I would like to express my gratitude to the supportive lecturer, Madam Rahayu for giving me a helpful guideline and full support in various ways. Also, guide me in different matters regarding the assignment.

I have worked hard on this project. However, that would not have been possible without the help of my parents and family. They also gave me a lot of ideas and helped me in various ways. I would like to thank my parents and family for their good cooperation and encouragement which helped me a lot in completing the project. Finally, I would like to thank all of my classmates for developing this project and the people who willingly helped me with their abilities. Not to forget this task has taught me many things especially about how to venture into the business world and how to make ourselves move in line with the ever-changing market and environment so that I will become successful person.

TABLE OF CONTENT

PAGE

TITLE PAGE i

ACKNOWLEDGEMENT ii

TABLE OF CONTENT iii

LIST OF FIGURES iv

LIST OF TABLES v

EXECUTIVE SUMMARY vi

BODY OF THE REPORT

Go-Ecommerce registration (Print Screen)

Introduction of business

Name and address of business

Organizational chart

Mission / vision

Descriptions of products / services

Price list

Facebook (FB)

Creating Facebook (FB) page

Customizing URL Facebook (FB) page

Facebook (FB) post – Teaser

Facebook (FB) post – Copywriting (Hard sell)

Facebook (FB) post – Copywriting (Soft sell)

Graphics

EXECUTIVE SUMMARY

Ruang Bake is a dessert shop that specializes in dessert especially the Signature Brownies in Selangor area. The Brownies comes in variety of topping and sizes accordingly to fit each individual customer needs. The price is economical and reasonable which ranging from RM35 to RM67 based on customer requested. Starting from ordering until producing is made by our truly owner. Ruang Bake really particular about the quality and the presentation of the Brownies. Even though the company is handling only by the owner, it's not a reason to achieve what is desired.

Ruang Bake goal is to providing good quality products and aims to offer excellent customer service to each customer that includes fast response on any inquiries within just a few minutes and attending to customer special request such as birthday gift, door gift, specific delivery time and more. This is to ensure that each of their customers are getting the best and delightful shopping experience from the establishment.

With this report, I was hoping that by analysing my nature of business and solving a few issues faced by the company would be able to gain a few helpful insights that would give me an opportunity to skyrocket their business into new heights and promote my business in a better way in the future.

CHAPTER 2

Introduction of Business

2.1 Name and address of business

Ruang Bake is a brand name that build for selling any kind of dessert especially the Signature Brownies. The owner is Siti Nordiyana which now is further study Bachelor in Graphic Design. The name of "Ruang Bake" itself shows how she really love bake until she decided to build a space for her to further develop my expertise in producing desserts. She interests in venturing into this field of baking started when she was still a child. At that time, she was interested in seeing something beautiful and artful in food, especially cake. And even then, she loves to enjoy sweet food. Since then, when she was a teenager, she started to make all kinds of desserts at her own and now since this MCO, she has just started to sell it around my residential area.

Starting with baking brownies, she has tried a wide variety of recipes to suit her tastes. Actually, she has made a lot of research, try and error to make the truly recipe that her want. After trying a variety of recipes, she has finally discovered the secret of the deliciousness Brownies that is not the same as other sellers. The premium taste, rich chocolate flavor and also less sweet make her Brownies popular among all.