



# **SOCIAL MEDIA PORTFOLIO: KEJU & KRIM by MANIS**



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## **EXECUTIVE SUMMARY**

'Keju & Krim by Manis' is an online business that sells some of bakery which is red velvet cookies, chocopods original, chocopods almond and chocopods oreo. It's an online dropship run business through Keju & Krim, a local brand owner. For any enquiries or transactional operations, 'Keju & Krim by Manis' used several online mediums, including Facebook and WhatsApp. Therefore, 'Keju & Krim by Manis' does not matter any platform that customers want to use to connect according to their convenience.


After that, however 'Keju & Krim by Manis' is a business mainly online but the majority of online operations are conducted in Kaki Bukit, Perlis. Then, 'Keju & Krim by Manis' aims to create a great and accurate online shopping experience for its customers. We intend to provide these the best and highest quality food product to our customers at an affordable price. Also, even 'Keju & Krim by Manis' just only a dropship businesses but still doing some effort to promote product to customer while too many competitors out there. In the field of business, it is common to compete healthily with competitors out there to achieve that has been targeted in the business for each month. Although the achievement is only a little but still worth the effort made every day by promoting the product on social media sites.

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## 2.0 INTRODUCTION TO BUSINESS

### 2.1 Business Information Sheet

<b>Name of Business (with logo)</b>	:	Keju & Krim by Manis 
<b>Name</b>	:	Elia Farhana binti Mohamad Razali
<b>Phone Number</b>	:	011-51899893
<b>Email</b>	:	eliafarhanarazali@gmail.com
<b>Official business email address</b>	:	-
<b>FB webpage address</b>	:	<a href="https://www.facebook.com/EliaFarhana11">https://www.facebook.com/EliaFarhana11</a>
<b>Instagram link</b>	:	-
<b>Brand name</b>	:	Keju & Krim by Manis
<b>Online business mode</b>	:	Dropship
<b>Nature of business</b>	:	Selling a type of food (e.g. Red Velvet Cookies, variety of Chocopods)
<b>Type of product</b>	:	<ul style="list-style-type: none"> <li>• Red Velvet Cookies</li> <li>• Chocopods Original</li> <li>• Chocopods Almond</li> <li>• Chocopods Oreo</li> </ul>
<b>Main of competitors</b>	:	<ul style="list-style-type: none"> <li>• CookiesberantooHQ on Instagram</li> <li>• Zombie Cookies on Facebook</li> <li>• Cookies.lishes on Facebook</li> </ul>