

SOCIAL MEDIA PORTFOLIO: CHELUM SARAWAK CHOCOLATE



Prepared for:
DR. MUHAMMAD ISKANDAR BIN HAMZAH

Prepared by:

Muhammad Fikri B Md Yazid	2020113611
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BACHELOR IN ART AND DESIGN (Hons.) CREATIVE PHOTOMEDIA
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Finally, I want to express my appreciation to my loving family for their physical and emotional support and encouragement in completing this task. Thank you from the bottom of my heart.

Executive Summary

Suke.manis is a pastry and dessert specialises in cheese and chocolate. Suke.manis was founded by a University student who runs a business in his spare time. Suke.manis now offers two types of desserts which is fruit pudding and cheese cake. Oreo, chocolate chips, chipmores, nutella, m&m, and kinder bueno are the five flavour choices for cheese cake. This product has become more popular, particularly in Jelebu, Negeri Sembilan. It is also one of the efforts to promote Suke.manis by completing the assignment. I've been in charge of social media accounts such as Facebook and Instagram. Because of the Covid 19 epidemics, this portfolio would be a great promotion for Suke. Manis works on a "Cast On Delivery" basis as well.

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1.0 Introduction Of Business.

1.1 Business information sheet.

Name of iBusiness (with logo)	:	
Name, phone number email.	:	Muhammad Fikri B Md Yazid 019-6105583 Fikriyazid98@gmail.com
FB webpage address	:	https://www.facebook.com/sukesukemanisofficial/
Instagram link	:	https://www.instagram.com/suke.manis/
Brand name	:	Suke.manis
Online business mode	:	Dropshipper
Nature of business	:	Producing, selling and trading of bakery goods and chocolates.
Type of products	:	Homemade Cheesecake with chocolates.
Main competitors	:	Secret recipe
Startup capital	:	RM 800.00
Product selling price	:	Rm 7
Cost of the product	:	Rm 5
Contact Details of Brand Owner	:	Address : Kampung Ulu Jelebu, 71600, Kuala Klawang, Negeri Sembilan. Phone number : 0193665678
Social Media Account of Brand Owner	:	https://www.facebook.com/Nazlin