



الجامعة
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Seni Lukis
& Seni Reka

SOCIAL MEDIA PORTFOLIO: TFN BROWNIE BY_EYKA



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I hope that the all of information provided in this article review will be benefit for everyone. Thank you.

Executive Summary


'TFN Brownie' is a local product from Malaysia. It was founded by a 27 -year -old man from Kuala Lumpur. It was founded by TFN SUCCESS GROUP SDN. BHD is a Muslim company that offers the sale of delicious and thin brownies. Creations developed from creativity and innovation that range from regular brownies to thin and crunchy brownies when eaten. Currently, the product is available in four flavors namely 'chocolate chip', 'walnut', 'mint', and 'red velvet. This product has seen a group of regular buyers throughout Malaysia who are well known and have special value as part of the culture among the Malaysian society. As a fulfilling duty, I have participated in the business field as a drop shipper under a stockist based in Kota Bharu, Kelantan. This will mark official promotional activities for products in West Malaysia as well. In product promotion activities, I have been creating and managing a Facebook page for 'Tfn Brownie' for over two months. Taking into account the pandemic factors of COVID-19, this portfolio will reveal developed experiences and trials encountered in overcoming unseen challenges.

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1.0 Introduction of Business

1.1 Business Information Sheet

Name of Business (with logo)	:	
Name, Phone number & Email	:	Nor Zulaika Binti Mohd Zin 010-3954819 Norzulaika57@gmail.com
SSM registration	:	-
Official business email address	:	-
FB webpage address	:	https://www.facebook.com/Tfn-broenie_byeyka
Instagram link	:	-
Brand name	:	Tfn brownie_byeyka
Online business mode	:	dropshipper
Nature of business	:	Produces thin brownies and other than the usual brownies sold in regular stores
Type of products	:	homemade brownies using processed recipes.
Main competitors	:	Red velvet Walnut Mint Chocolate chip
Startup capital	:	Rm 0
Product selling price	:	Rm 12 – Rm 15
Cost of the product	:	Rm 9 – Rm 12
Supplier / Brand Owner Name	:	TFN SUCCESS GROUP SDN. BHD
Contact Details of Brand Owner	:	No 6, Jalan Meranti Puchong, D'25@Meranti Puchong, 47120 Puchong, Selangor Contact number: 03-5889 4151
Social Media Account of Brand Owner	:	https://www.facebook.com/tfnbrownieofficial