



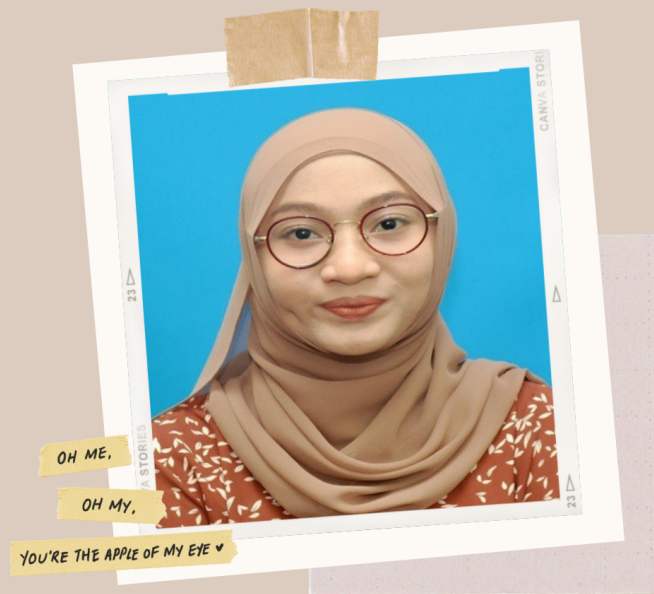
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# SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

*Nys's Dessert Signature*

FACULTY	: FACULTY OF ACCOUNTANCY
PROGRAMME	: BACHELOR IN ACCOUNTANCY HONS. (AC220)
CLASS	: AC220B4H
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Last but not least, i hope that all the efforts will give a lot of benefits not only for the sake of myself but also for the nation and country. By completing this assignment, it has taught me many things, especially about how to become successful entrepreneur in the future.



# EXECUTIVE SUMMARY

Nys's Dessert Signature is a sole proprietorship bakery business which specializes in cakes and cookies. It was established on 10th April 2021. The name "Nys" represents the founder's name, Anis. Our shop is located at Bandar Senawang, Negeri Sembilan. How we get the idea to open up a bakery business is because the founder herself is a sweet tooth and loves to bake. She discovered that there are many dessert lovers in Malaysia. Therefore she believed that this is a great opportunity to start up her career in bakery business.

In order to create a unique recipe, Anis always plays and experiments with many ingredients especially from premium brands so to improvise and represent her own dessert signature. Blueberry Cheesecake, Hazelnut Chocolate Cake, Salted Caramel Chocolate Cake are the first range of desserts that have been introduced to the market and continuously many desserts have been introduced afterwards.

Currently, we have 6 cakes and 5 cookies so far in order to strengthen our brand name and make known to the market and more to come in the future. Mainly, we targeted only for people in Seremban area and aim to open more branches in across Malaysia in the near future. Our desserts are perfect for any occasions such as birthday party, high tea, school events, etc.

In addition, we developed marketing strategy by creating a Facebook page to expand our business through social media and learning to make Facebook posts for business products through teaser videos or posters, soft sell and hard sell. Customers can see the menu offered at Nys's Dessert Signature page and ask any inquiries about their purchases to our customer service by clicking the Whatsapp link. Literally, we freshly baked our desserts upon order to maintain the quality of it. They may choose to pick up at the shop or request for delivery, and we delivered right after it is baked to their doorstep.

Nys's Dessert Signature is committed to search for our 100% customer's satisfaction to maintain our long term relationship.





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