



اَوْبُوْ سَيِّدِي تَيْكُوْلُوْ كِي مَارَا
UNIVERSITI
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UNIVERSITI TEKNOLOGI MARA
FACULTY OF HOTEL & TOURISM MANAGEMENT
BACHELOR SCIENCE IN TOURISM MANAGEMENT

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: HOME-BAKE BROWNIES by
SYAZANA KITCHEN

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ACKNOWLEDGEMENT

In the name of Allah SWT, the most beneficent and merciful who provide me a good health and knowledge for me to accomplish this report. This report is a task given to me in the subject called ENT530: Principles of Entrepreneurship.

Then, I was so thankful having Madam Norfazlina Ghazali as my lecturer in this subject. She guides me to conduct online business and also give us motivation or moral support in different matters regarding the subject. She also has provide report outline or guideline of assessment so that I can know what I must to do and she also taught me to make the business become better with some tips to improve business with mouth or in social media only.

Besides that, I would also like to thank to University Technology Mara (UiTM) for making this subject as a part of our syllabus to acknowledge business education not only in study but after graduate I can use this knowledge to open a lot of business and become successful person.

Thus, I would like to say thank you to my lovely customer that are always support my business and put a trust on my work. I will keep improving my skills to make my customer appreciate and happy for it.

Finally, I also want to express my gratitude to my family and friends that always support me and give some advice for me to complete my report.

EXECUTIVE SUMMARY

Syazana Kitchen gives opportunity for their customer to try brownies with different topping with the touch of love. Our business offer affordable price of brownies so that people can grab whenever they want to taste it. We are giving them different types of brownies with different range of prices according to the amount of the ingredients and the topping of the brownies. We also provide Cash on Delivery (COD) for customer in Melaka and we also have an agent from Johor, Negeri Sembilan, Kuala Lumpur and Selangor to delivery our brownies for our lovely customer from other than Melaka. For Melaka, our Founder of this business will deliver it to the customers' home every Saturday and other state in Monday from our agent. Don't worry customer from other than Melaka can taste this home-bake brownies and we deliver it in front of your home. Our profit also come from charge of delivery which is the range of COD is RM5 to RM20 depends on the distance from our agent home to your location. Profit from charge was not high because we did not want charge too high for our customer, we just want make them happy and satisfy eat our home-bake brownies.

Our target audience is woman or housewife or business woman that are looking our brownies to share with their family or their friends. We target this group of people because we know woman loves to eat chocolate not only chocolate but the food that make from chocolate, they will buy it. Thus, this group also they will also buy our brownies if they want it without thinking of money to satisfy the cravings they experience.

After receiving an approval certificate from Suruhanjaya Syarikat Malaysia (SSM), our business began run on October 2020. We have our target customer but it actually open for all customer either they are man or other than our target audience also can buy our brownies. We just want satisfy our customer wants and cravings.

The marketing strategy that our business uses is from the taste of brownies that will satisfy them and make them repeat it. We also provide promotion for our customer like 20% off for purchase one of our brownies and free delivery on 12.12 sales. We also give a promotion for New Year Celebration which is customer can request their own topping of brownies other than our main topping. This promotion is only for 30 early orders and very limited order for this promotion. This strategy will attract customer to trying our brownies and it can satisfy their wants and needs.

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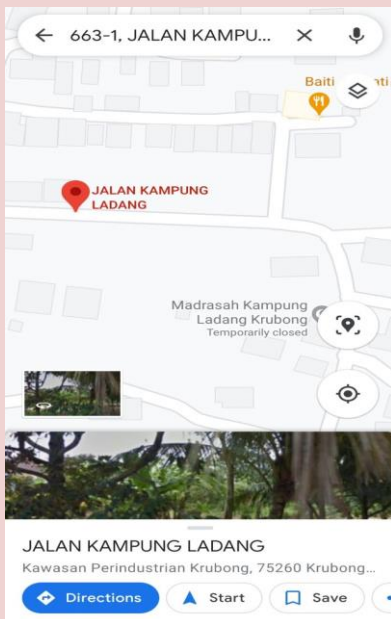
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ii. INTRODUCTION TO BUSINESS

a) Name and Address of Business



Syazana Kitchen is the name of our business which is 'Syazana' is the name of owner of the business and it was my name and 'Kitchen' is to show that I make this brownies at my own kitchen so that was my idea for making this name. It is because it will be easy to customer difference Syazana brownies with other brownies. Home-Bake Brownies also include in the logo because I want to describe that my brownies was special bake at my own home plus touch of love means that I make this brownies sincerely full of my heart to make my customer satisfy with the taste of my brownies. From Syazana Kitchen business is more to sole proprietorship which is the name of this business. Syazana is the owner for this business. Customer can contact or whatsapp at 011-23516568 to order brownies.



Syazana Kitchen not provided shop because all the process of making brownies at my own home which is located at 663-1, Batu 9, Kampung Ladang Kerubong, 75250 Melaka. Thus, I will COD by my own to my customer in Melaka while for other than Melaka, my agent from Johor, Negeri Sembilan, Selangor and Kuala Lumpur will COD it to in front of customer home. How my agents take the stock from my home? I will deliver the brownies at Kuala Lumpur for agent in Kuala Lumpur and Selangor. Kuala Lumpur is the pick point for my agent to take their order of their customer. For agent in Johor and Negeri Sembilan, they will take the stock at my home. It looks costly but all of this service is just to make sure my customer satisfy their needs and wants.