



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا
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SOCIAL MEDIA PORTFOLIO

Ovely Baked



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EXECUTIVE SUMMARY

Ovely Baked is a bakery business from home and uses the Ovely name on the combination of Oven + Lovely name because our products are served fresh from the oven. Our main objective is to be the first business to sell Basque Burnt Cheesecake which is 4 'in the Bento Box Lunch Box. Our products are manufactured in satisfactory conditions as the material used is premium material only equivalent to its luxury.

We started a business on March 21, 2021 with only starting from online businesses, via Facebook. Ovely Baked is the bakery of the home selling Basque Burnt Cheesecake which is a favorite of the many times. So use the opportunities available with a recycled recipe. We decided to ship from home to a home charge depending on the distance. Within a day, we have got a satisfactory sale because it often gets full reservation.

Throughout this online business, we have managed to collect sales of almost 100 pax as we take 10 pax daily. In fact we often get more than 10 pax requests a day. This shows a significant increase in our new business building, all the expenses to start our business also get a lucrative revenue matching the capital we have invested to our product. If our business brings satisfactory results, we will consider opening a small vendor that will ease our customers to purchase our product.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Ovely baked is a home bakery who have embarked on a sweet-owned sweet-based business. This name comes from a combination of Oven and Lovely as our products are burned in the oven and are served to customers immediately after the baking process. This business is operated by Sara where in terms of recipes learned from the YouTube website until we decided to bring this product into baking business. Our business has Home-Based Business where everything starts from home alone and the motto used is "Tummy Gets Yummy". This shows that we are very concerned about customer satisfaction so that our quality can fill our customers.

Our business focuses on all parties as we are sure who do not love mouth sweeteners especially children and adolescents. We also take orders for surprise delivery where we will write notes in our packaging, depending on customer demand. The logo we use for our business symbolizes simplicity in our business but has a combination of interesting and soothing colors. So we think this combination is comfortable viewed the customer's eyes, as well as a business that is concerned about sentiment and taste.

