



اَوْنِيُوْسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## SOCIAL MEDIA PORTFOLIO

### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



TFN BROWNIE AINNA

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## **EXECUTIVE SUMMARY**

The purpose of this portfolio is to create an online business through Facebook Page. The business that I been conducting is an online business. The name of my business is Tfn Brownie Ainna. This page sell cookies thiny brownie which is dessert that can be eat by any gender even kids. The location of my business is at my own house, which is at Janda Baik, Pahang. Hence, customers also can pick up their order themselves at my house.

The products that I am selling is under cookies & dessert. This food mostly people like the taste because of the uniqueness. This brownie mostly use at any occasion as dessert. Tfn Brownie is a crunchy brownie that is processed into brownie cookies.

Tfn Brownie Ainna in the making consists of two workers that cover in area Janda Baik, Genting Higland and Bentong which is Siti Nuraina and her husband that take responsibility to sell and promote to customers. We create this business through Facebook page and do promoting and posting about soft sell, hard sell and teaser through it.

## 2.0 INTRODUCTION TO BUSINESS

### 2.1 BUSINESS NAME AND ADDRESS



*Figure 1.1: Logo for business*