



اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْكَى مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP

BA2444A

INDIVIDUAL ASSIGNMENT 1: SOCIAL MEDIA PORTFOLIO



COURSE CODE: ENT530

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EXECUTIVE SUMMARY

“Fall In Love At The First Bite” is a tagline for our Butter Sweet. The main objective for the business to achieve is to provide variety of delicious desserts that will make your stomach happy.

Our business has started on 5th of April in 2021 using social media platform which is Facebook. Our target customers are people who love dessert especially those who are chocolate lovers. Since our first opening, we had received a lot of positive feedback from our customers regarding our taste and quality of the ingredients that we use.

We also offer gift boxes to those who want to make a surprise for their loved one. This is also one of our marketing strategies to attract more customers to try our dessert. Butter Sweet was sold over 100 of delicious brownies and tower brownies. It can be seen that Butter Sweet's product is a good choice of dessert with a good quality of ingredients and affordable price.

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Butter Sweet is a business name that we choice for our business. Butter Sweet is the combination of “Butter” which is one of the ingredient that we use to make the dessert and “Sweet” is a word that describe the sweetness in our dessert.



Figure 1.2: Butter Sweet Official Logo

Name of Business	Butter Sweet
Business address	No. 11, Jalan Melati, 42600 Jenjarom, Selangor.
Corresponding Address	nuralyanasidarman@gmail.com
Telephone Number	01137341484
Form of Business	Sole Proprietorship
Main Activities	Reatil sale of food product
Date of Registration	5 th of April 2021