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PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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SOCIAL MEDIA PORTFOLIO

“The Mineffins Facebook (FB) Page”



PREPARED BY:

NAME	MATRIX NO.	GROUP
NUR ALIYA SYAFFA BINTI ZAKARIA	2020993549	ENT530N

SUBMIT TO:

NADIAH MAISARAH BINTI ABDUL GHANI

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EXECUTIVE SUMMARY

The Mineffins is a small business that selling homemade chocolate muffins especially for cake lovers who love to find a muffin with a homemade and fresh from oven product. At the same time, it gives high satisfaction to the customers because we can serve them quality chocolate muffins timely. Usually, desserts included muffins are often priced at quite a high price like Secret Recipe as its from branded name. In addition, the customers also can enjoy the discount and free gifts for certain events like birthday party, potluck, door gift and so on.

Our potential customers identifying for all people with age range 13-50 especially muffin lovers that looking for the affordable prices of homemade chocolate muffins. The Mineffins sells homemade chocolate muffins with suitable in sizing and variety of toppings such chocolate chips, roasted peanut chunks, rainbow chocolate rice, love sprinkles, banana fruit, pink sprinkles and candy milk chocolate. The Mineffins also provides speciality whereby the customers can choose the variety of topping as they want.

Our business covers only in Banting area. We do delivery services for Banting area with charge amounted RM 5.00 to RM 7.00 based on kilometres. Meanwhile, the free of charge for delivery service in Kampung Kanchong Darat only. This is because our business location is located in Kampung Kanchong Darat, so it is easier for us to deliver on our own when there is a purchase from a customer who lives nearby that area. The Mineffins marketing is to emphasize the quality and price of products and services.

The Mineffins also offers an affordable price in the range between RM3-RM40 because many of our potential customers are students who are in short of money. Thus, I develop a marketing strategy that gives attraction to customers to purchase our products. The management of The Mineffins consists of two workers, including me. I also create a Facebook page to expand my business through social media and learn how to post Facebook posts for business products, whether teaser posters, hard sell and soft sell. Our business already has a service, and product commitments plan to promote the product.

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2.0 Introduction of Business

2.1 Name and Address of Business

The Mineffins is a business name that we had decided based on our main product. The combination of the named The Mineffins shows that this business sells homemade chocolate muffins as fresh from oven with quality ingredients and affordable in Banting area. Besides that, the round logo has muffins icons at the top of business name with chocolate colour background to attract people as we are chocolate muffins seller.

My business motto is “Yummy to the Last Bite” which shows that our muffins is the best ever muffins where the homemade taste will bring you to happiness. It also shows that our chocolate muffins are suitable in sizing and it is worth buying when you are muffin lovers and looking for the affordable ones to add to your craving lists.

As for our target market, The Mineffins targets for all age range of people including teenagers and above with range 13-30, especially for muffin lovers as they can enjoy the only one homemade and fresh from oven product. The Mineffins can serve them a quality chocolate muffin timely.



Figure 1.3 The Mineffins Official Logo



Figure 1.4 The Mineffins Motto