



اَوْبُوْ سَيِّدِيْ تَيْكُونُوْ لَوِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLE OF ENTREPRENEURSHIP
(ENT530)**

MAC – AUGUST 2021

SOCIAL MEDIA PORTFOLIO

PREPARED FOR: NADIAH MAISARAH ABDUL GHANI

PREPARED BY: NURFARHANA NAJWA BINTI ZAHAR

STUDENT ID: 2019819564

PROGRAM: BA246

GROUP: ENT530 S

ACKNOWLEDGEMENT

I am very grateful because I managed to complete this social media portfolio assignment that were assigned by Madam Nadiah. This assignment cannot be finished without help from my friends, Shamimi, Shahira and Farzana for replying and answering my questions regarding the assignment given. I also sincerely thank Madam Nadiah for teaching us in course Principles of Entrepreneurship also thank you so much for guidance and encouragement in finishing this assignment. Last but not least, I would like to express gratitude for the support and willingness to spend your precious times with me.

EXECUTIVE SUMMARY

'Delight in Every Bites' is a tagline for Sweet Munchies that represent about the products. The main objective for this business is to offer unique and variety of desserts/snacks with affordable and reasonable price that made with premium ingredients to the customers. Sweet Munchies started as online business on 18th April 2021 using Facebook as social media platform. We offered delivery service with reasonable charge to certain area. However, we also do postage for customers who lives outside of area. We also preparing to adopt agents and dropshipper to expend our business all over Malaysia due to high demand from customer. As until today, over 3000 units of Sweet Munchies were sold in a short period of time. We will produce more jars in a day as we baked everyday to ensure the freshness of the products.

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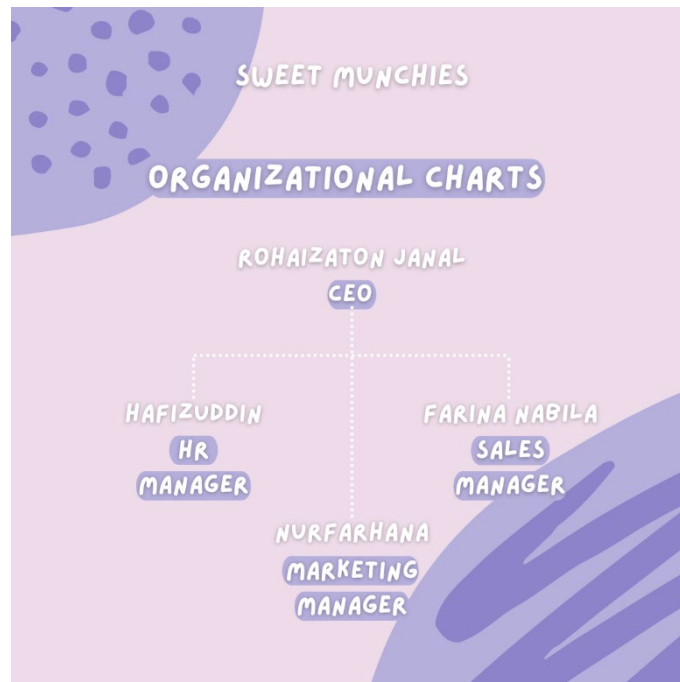
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2.0 Introduction of Business

2.1 Name and Address of Business

Sweet Munchies was chosen as our business name in conjunction of our product which is desserts. Sweet Munchies was located in Lot 2/1191 Kampung Chengal Lempong, 26100 Kuantan, Pahang. We operated every day since our business time is flexible as we are an online shop that receiving orders through WhatsApp and promote products on Facebook and Instagram. We deliver our products on our own by using concept Cash On Deliver (COD) or do postage if the customers live far.

2.2 Organizational Chart



2.2 Mission & Vision

Mission: To provide delicious and affordable desserts and snacks for everybody.

Vision: To be known and lead in the food industries.