



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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BACHELOR OF INFORMATION MANAGEMENT (HONS) INFORMATION CONTENT
MANAGEMENT

ENT 530 (PRINCIPLES OF ENTREPRENEURSHIP)

ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

Daily Done is one of the brand that sell product that related to chocolate. This business offer affordable services to customers by giving the desserts, and have them explore unique taste of the signature chocolate that will make customer happy. We also provide cute and varieties of packaging with different range of prices according to their orders respectively. Our target audience is a group of chocolate lover, and open for all age and most importantly teenager that will surely attract their interest to try our product. We have several option regarding the shape, flavor as well as theme to fit in for the customers description, so we can give what they want perfectly.

Our business began in the month of March 2021 and we do not target any specific area because we open to everywhere and receive orders within Port Dickson. Our deals can be done through several method as for instance by ordering online, by contact our phone number, as well as if they not require any face to face discussion if it is more convenient for the customers. The marketing strategy that used by Daily Done is the list of the prices that enlisted according to the chocolate, flavours, theme and packaging method. To guarantee our customer's satisfaction, we value an honest, reliable services and allowing negotiation when needed to achieve our target and accomplish our mission and vision. At the moment, Daily Done only owned and work by Putri Uzma Najwa Binti Mohd Hilme. Our business also used Facebook page as a main platform to sell, receive order, promote, that will spread awareness and attract online customers to buy our products.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

| | |
|--------------------------------|---|
| Name of the Business | Daily Done |
| Address of the Business | https://www.facebook.com/daily.done.3/about |
| Telephone Number | 011-11990289 |
| Form of Business | Sole Proprietorship |
| Main Activities | Selling chocolates |
| Product Distribution | Online sales |
| Social Media Page | https://www.facebook.com/daily.done.3/about |

Table 1 : Name and Address of Business

2.2 Organizational Chart

This business have been operated by one person only.

| Name & Position | Career Highlights |
|--|---|
| Putri Uzma Najwa Binti Mohd Hilme (Owner and Founder of Daily Done) | <ul style="list-style-type: none">- Expert in making chocolate desserts- Hardworking- Creative and innovative |

Table 2 : Founder of Daily Done

2.3 Mission and Vision

Mission

To give and enhance new taste of flavor of chocolates that can spread the happiness and satisfaction for customers.

Vission

To became one of the most selected company and brand that performed the services and provide the products efficiently without boundaries.

2.4 Description of product/services

Daily Done offers desserts which is common and highly acceptable by most society which is chocolate as the main ingredients. The variety choices of chocolates, size, shapes, the rich flavors are customizable so that customers will have more opportunities and choices and give their orders according to their own preferences. Our product highly focus on more to presentation and appearances of chocolate desserts and choices of ingredients included. Our main priority is to give the customers their desserts accurately and innovating recipe according to customers taste bud. We use the best ingredients with high quality to ensure the best results in product. In addition, the packaging included also can be customizable according to our customers interest by choosing theme and clarified type of event our customers have so we can prepare it within time. Our company also provides free consultation for our customers regarding on how to make the desserts or provide explanation and about our product and if they decide to have meeting either contact us through phone call and WhatsApp. Our clients will receive the products through delivery service that also provide by our company.

2.5 Price List

| Product | Set | Price (RM) | Fee Charge (RM) | Total (RM) |
|------------|-------|------------|-----------------|------------|
| Chocolate | Set A | 50 | 20 | 70 |
| Truffle | Set B | 80 | | 100 |
| Chocolate | Set A | 60 | | 80 |
| Cake | Set B | 90 | | 110 |
| Chocolate | Set A | 40 | | 60 |
| Bomb | Set B | 50 | | 70 |
| Chocolate | Set A | 50 | | 70 |
| Cake Pop | Set B | 50 | | 70 |
| Chcocolate | Set A | 30 | | 50 |
| Cookies | Set B | 40 | | 60 |
| Chocolate | Set A | 40 | | 60 |
| Brownies | Set B | 50 | | 70 |
| Chocolate | Set A | 45 | | 65 |
| Muffins | Set B | 55 | | 75 |

Table 3: Price List of Daily Done