



اَوْنِيُوْرْسِيْتِي تِي كِيُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**BACHELOR IN OFFICE SYSTEM AND MANAGEMENT (HONS.)
FACULTY OF BUSINESS AND MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

Mama Effar is a small business that are currently focused on one product which is chocolate chips cookies. The business is located at Kuala Lumpur and the range of area that are provided with the delivery service is within Kuala Lumpur and Selangor only. Our hope for the business is that we can be more variety in our products and expand our business across Malaysia.

People who love cookies and chocolate is our target market. We have been making formula for our cookies that everyone and even for the older people to enjoy it as we made it less sugar hence it will not be too sweet for them. We also have been putting a price that are affordable for people to purchase it. All the product was made with premium chocolate and also pure butter to make it stay crunchy.

Mama Effar has been choosing Facebook as one of the platforms of social media. This is because in terms of promoting business especially small business, Facebook is the best platform if it compares with other social media such as Instagram and Twitter. It also has special section or the community for the entrepreneurs to promote their business for instance Facebook Page. There are many people that have Facebook account especially the older generations. The older generation felt more interested in Facebook rather than any other social media platforms.

Mama Effar has used different method of promoting such as teaser, hard sell and soft sell for our posting at Mama Effar's Choc Chip Cookies Facebook Page. Mama Effar has posted seven teaser, 16 hard sell, 16 soft sell and 19 frequency post in our Facebook page. All activities that has been done by Mama Effar from the day of creation Facebook page until now, has been posted in Mama Effar's Choc Chip Cookies Facebook Page.

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2. INTRODUCTION TO BUSINESS

Mama Effar's Choc Chip Cookies is a business that are solely focus on bakery especially producing chocolate chip cookies. Mama Effar's Choc Chip Cookies is located at B - 12 – 3, PPR Pinggiran Bukit Jalil, Jln Bukit Jalil Indah, 5800, Kuala Lumpur. Our mission is to provide a good quality of product that meet our customer expectation in reasonable price while our vision is to become one of the top bakery in Malaysia and striving to compete the international market. The description of the product is the chocolate chip cookies is produced by premium chocolate and pure butter to maintain the crunchiness. The product was selling at RM 18.00 per jar. The service that we are provided is cash on delivery (COD) and standard delivery.

