



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
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**PRINCIPLES OF ENTREPRENEURSHIP
ENT530**

TITLE OF REPORT

**GROUP:
BA232 3B**

**SOCIAL MEDIA PORTFOLIO
BATIK'S RECIPE**

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EXECUTIVE SUMMARY

Batik's Recipe is selling a no-bake biscuits cake for all customers which people mostly called it 'Kek Batik' that is really famous in Malaysia. This version of cake is extremely different with what people mostly have. Who would love to try new taste, Batik's Recipe release many flavour of cake such as chocolate, strawberry, pandan, coffee, lotus biscoff and many more. For instance, for people who would love the combination of fruit to balance the taste, batik recipe also provide cake with the combination of blueberry and strawberry. For other combination, we selling biscuit cake with the combination of types of nuts such as almond and Nutella. Others such as marshmallow, cheese, and cookies n' cream biscuit cake. Our business provides most affordable price of each cake that we sell.

We also offered delivery service to doorstep for customer's nearby so that they did not have to pickup at our business place and for the place nearby, no delivery will be charge for them. Our targeted audience is all people from all age and all gender. Everybody likes to eat cake from kids to adults. We targeted customer especially who loves to eat biscuits cake or other called 'Kek Batik' and people who would like to try different taste of cake. Besides that, for the targeted audience is people who looking for doorgift for any special events. Events such as birthday, anniversary, 'hantaran', and more. We give a very special and affordable price and customer also can negotiate with our business.

The marketing strategy that we used to attract our customer is we selling biscuit cake with various flavour that customer can choose and also reasonable price. Customer will attract to buy our cake when they know that Batik's Recipe always launch our new flavour of cake. At this moment, Batik's Recipe owned by Nur Afika binti Mazli and worked by several staff. Our business used Facebook as the main platform to attract online customers and gain more sales and profit for our business. Therefore, we will promote our customer by posting teaser, soft sell and hard sell on Facebook to sell our products.

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Business of Address

The name of this business is Batik's Recipe. It is a no-baked biscuits cake which most people may called it 'Kek Batik'. This cake is very popular in Malaysia and most of them just usually eat with only chocolate flavour but not familiar with other type of flavour. Batik's Recipe release a various flavour of cake which people will like it more and realize it that biscuit cake suit with many various of taste. This biscuit cake suitable for all people. The address for this business is No. 35 Jalan Meranti 8a/2 Bandar Utama Batang Kali, 44300 Selangor. The motto for this business is 'The taste of joy'. The many types of taste we eat, the more joy that we will get.



Figure 1.1 Batik's Recipe Product

The purpose of choosing this name is because I would like to emphasize that my company focuses on a specific type of cake which is with the name 'Batik'. Using this name, this can embrace the uniqueness of my company and it sounds more interesting