



SOCIAL MEDIA PORTFOLIO

SWEET SENSATION BAKERY

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TABLE OF CONTENT	PAGES
<ul style="list-style-type: none"> • COVER PAGE • TABLE OF CONTENT • ACKNOWLEDGEMENT • EXECUTIVE SUMMARY 	<p>1</p> <p>2</p> <p>3</p> <p>4</p>
<ul style="list-style-type: none"> • Go-Ecommerce registration (Print Screen) • My ENT certification 	<p>4</p> <p>6-7</p>
<ul style="list-style-type: none"> • 1.0 Introduction of business <ul style="list-style-type: none"> ○ 1.1. Name and address of business ○ 1.2 Organizational chart ○ 1.3 Company's Vision/ Mission <ul style="list-style-type: none"> ○ 1.3.1 Vision ○ 1.3.2 Mission ○ 1.4 Descriptions of products / services ○ 1.5 Price list 	<p>8 - 17</p>
<ul style="list-style-type: none"> • 2.0 Facebook (FB) <ul style="list-style-type: none"> ○ 2.1 Creating Facebook (FB) page ○ 2.2 Custom URL Facebook (FB) page (No. of likes) ○ 2.3 Facebook (FB) post – Teaser ○ 2.4 Facebook (FB) post – Copywriting (Hard sell) ○ 2.5 Facebook (FB) post – Copywriting (Soft sell) ○ 2.6 Frequency of posting 	<p>18 - 63</p>
<ul style="list-style-type: none"> • 3.0 CONCLUSION • APPENDICES 	<p>64 - 65</p>

EXECUTIVE SUMMARY

Sweet Sensation Bakery (SSB) is an online business that started solely on Facebook. It was established in the year 2015 and is focusing on pastries and dessert products. Sweets and pastries are important if we experience stress from work that is piled up. Sweet Sensation Bakery (SSB) is a bakery that offer plenty of dessert and cakes that can help the stress that of us face in a daily basis. The main idea of this business is to sell pasties products that are safe for people and the environment. No harm was used during the completion of the products. There are many pastry menus that we offer at SSB including brownies, various traditional kuih and various cakes. Meanwhile, for dessert, we offer a cookie, pavlova, tart, and many more. All products are safe to be consumed and also halal.

Sweet Sensation Bakery (SSB) is targeting the segmentation consisting all admin staff school teacher, students and lecturer. Not only adult but children are also wanting to chew something when they are stressed. Starting from student, the dessert that SSB offer can be consume by all ages gap. Not just selling skincare, but Sweet Sensation Bakery (SSB) is also helping other people by posting a lot of sharing. Customer do not need to worry if the dessert may affect their health, neither high blood pressure nor diabetes because all customer can request how much ingredient such as sugar and salt based on their desire cake and dessert will be taste

Sweet Sensation Bakery (SSB) is now running a Facebook account and other social media to widen its business platform while reaching a broader audience. It is agreed that Facebook is one of the best social media platforms that can help sellers communicate well with their customers while engaging with their potential buyers. Doing soft sells, hard sells, and the starting teasers can be done well on the platform.

We put up our marketing campaign using this social media platform by offering seven teasers, 17 graphics and postings for the soft sell, and 17 postings for the hard sell. We created all of the illustrations in Canva. In addition, we develop a calendar to ensure that the timing/timeline for my business postings corresponds to the market's advancement. A more detailed explanation is currently being written.

1.0 INTRODUCTION OF BUSINESS



• Name of Business	Sweet Sensation Bakery
• Business Address	No 360, Jalan Desa Melang 11/1, Taman Desa Melang, 72000, Kuala Pilah, Negeri Sembilan.
• Email Address	sweet.sensations.bakery@management.com
• Phone Number	010-0000000
• Form Business	Partnership
• Main Activities	Pastries and Dessert
• Date of Commencement	7 th May 2015
• Name of Bank	Maybank
• Account Number	-

- **Name of Business**

The name of sweet sensation is inspired by sweet mean the pleasant taste characteristic taste of sugar or honey, while for sensation is stand for a physical feeling or perception resulting from something that happens to or comes into contact with the body. It is meant when you consume something from SSB, you will get goosebumps in a good way and feel the thills by it.

- **Business Address**

Since SSB is a homemade product and run from home the address is No 360, Jalan Desa Melang 11/1, Taman Desa Melang, 72000, Kuala Pilah, Negeri Sembilan where, our location for both administration and production activities were run. Indirectly this location is a strategic area where near from UiTM Kuala Pilah

- **Email Address**

We were using our official business email, sweet.sensations.bakery@management.com because we thought it would be more professional to keep our personal and professional affairs separate. This email was created for any formal correspondence between us and our customers and suppliers, as well as for administrative purposes.

- **Phone Number**

We decided to come out with a spare device which is an iPad (cellular) where we can monitor all our online order from our tablet through DM's or personal WhatsApp's. The iPad were also purposely for us to create content for our social media if there is any promotion or an announcement. The reason we chose an iPad instead of cell phone because iPad are bigger spec compared to cell phone.

- **Form of Business**

Our business is a partnership, which means we run the shop, create the graphics, administer the social media, and maintain the database. It's too early to hire more employees because it would cost more, and as a small business owner, we're still on a tight budget.

- **Main Activities**

SSB is a form of business where we sell variety pastry products. There is several of product you can order from us. In our interest, we also offer where, our customer can order for a buffet for any occasion such as cupcakes, curry puff, pavlova, cheese tart brownies and other dessert too. Besides we also send some of our product to the nearest vendor like café and open order online medium.

- **Date enforcement**

The formal start date is 7/5/2015, which also happens to be the day we registered Go-Ecommerce. It is preferable to create things without a strategy if you have an orderly timeline.

- **Bank**

The bank of we choose Maybank. It is easier to conduct transactions and have MAE Apps track our expenses easily and detect suspicious cash flow. The account number goes by -.