



## **SOCIAL MEDIA PORTFOLIO**



### **KEK LAPIS**

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Name of the Company : LUSCIOUS LAYERS

Submitted to  
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## **EXECUTIVE SUMMARY**

Luscious Layers is an online partnership business founded in November 2021 through Facebook's social media platform. It is a business that focuses on selling and promoting food products. Luscious Layers is a dropship under Kek Lapis by Wai HQ that offers a variety of layer cake flavors such as blueberry, strawberry, red velvet, and apple flavors. Layer cake, known as "kek lapis" originates from the state of Sarawak and is usually served on special occasions such as Hari Raya Aidilfitri, Christmas, birthdays, and weddings ceremony. The main idea of this business is to sell "kek lapis" which are cakes that are hard to find in peninsular Malaysia. So, Luscious Layers open opportunities for Malaysians in the Peninsula to taste this Sarawak-style "kek lapis" which is added to its uniqueness that there is ice cream in it.

The target market for Luscious Layers is comprised of women and men covering all age categories. This is because Luscious Layers sells food products that are safe to eat for all ages from children to adults. After all, the product is made from safe and premium ingredients. It also offers delivery services to the surrounding area if there is a request from its customers. Luscious Layers not only sells and delivers "kek lapis", but we also use Facebook to publish interesting facts about "kek lapis" to provide knowledge and enlightenment of information to the public related to "kek lapis".

For everyone's knowledge, Luscious Layers runs a Facebook account to expand its business platform to attract more customers. This is because Facebook is one of the best social media platforms that can help sellers communicate with customers better and will indirectly attract new customers to buy our products. So, Luscious Layers made a strategy by doing start-up teasers, soft sales, and hard sales to continue to attract our customers on Facebook. Using this social media platform, Luscious Layers created a marketing strategy by posting 7 teasers, 16 posts for soft sales, and 16 posts for hard sales.

We use various ways to meet AIDCA and TISCta, namely by writing captions and using pictures that can attract the attention of customers on each post. All broadcast materials are created and edited by us using the themes and designs found within the Canva app. In addition, we also provide schedules to ensure that the time to publish the materials is in order and in line with market developments. A more in-depth explanation of our business processes will be described in this paper.

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## 1.0 INTRODUCTION OF BUSINESS

### 1.1 Name and address of the business

|                      |  |
|----------------------|--|
| Name of Business     | Luscious Layers  |
| Business address     | No 5, Ptd 3300, Parit Permatang, 83200<br>Senggarang, Batu Pahat Johor |
| Email business       | lusciouslayers99@gmail.com   |
| Telephone number     | 011-39102611   |
| Form of business     | Partnership  |
| Main activities      | Selling dessert  |
| Date of commencement | 1 December 2021  |
| Name of bank         | Cimb Bank  |
| Bank account number  | 7629676624   |

- **Name of business**  
Luscious Layers is the name of the online business that was developed. The word “Luscious” means tasty and “Layers” refers to the product that we sell which is “kek lapis”.
- **Business address**  
The specified location is the headquarters shop. After examining the geographical factors around, it became clear that the area is well-developed, which will attract many people to come.
- **Email business**  
To be more professional, we are using a new business email where we don't put our personal and business things on the same platform. Additionally, we are doing a partnership, which makes it simple to use business email rather than personal email.
- **Telephone number**  
We decided to provide a backup smartphone as well as a new phone number to better serve our regular customers. It's quite complicated and becomes a mess if we use two numbers for the business.
- **Form of business**  
Our business is a partnership in which we run the shop, create the graphics, manage the social media, and maintain the database together.

- **Main activities**  
We have to work as drop shippers for Kek Lapis by Wai. We have to promote the desserts to the public. In addition, we use our Facebook posts to further deliver information on "kek lapis."
- **Date of commencement**  
The date of commencement is 1/12/2021, the same day we registered Go-Ecommerce. It is preferable to have a well-organized timeline rather than just winging it and making stuff up as we go.
- **Name of bank**  
Cimb Bank is our preferred bank. This is because CIMB strives to continuously improve its online banking platform, CIMB Clicks, in order to provide a seamless and feature-rich banking experience, whether on the web or the mobile app.

## 1.2 Organizational chart

Luscious Layers is a kind of partnership business. It is a start-up business on the Facebook platform. All operations are done together, from the establishment of business to graphic design and management on social media. The owner of Luscious Layers is Raihana Syakirin Binti Razuam and her partnership which is Nurul Syafiqah Binti Zakaria.



Raihana Syakirin Binti Razuam



Nurul Syafiqah Binti Zakaria