



الجامعة  
UNIVERSITI  
TEKNOLOGI  
MARA

**Kolej**  
Pengajian Seni Kreatif

**COLLEGE OF CREATIVE ARTS  
UITM PUNCAK ALAM**

**DEPARTMENT :  
CAAD234 CREATIVE MOTION DESIGN**

**ENT 530 : PRINCIPLES OF ENTREPRENEURSHIP**

**SOCIAL MEDIA PORTFOLIO : MAMA NA DURIAN CREPE**

**PREPARED FOR : NORFAZLINA GHAZALI**

**PREPARED BY :**

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## **ACKNOWLEDGMENT**

First and foremost, we would like to thank Allah SWT for His guidance and blessings, which allowed us to successfully finish our social media portfolio report.

Then , We also like to thank University Technology Mara (UiTM) Campus Puncak Alam, Selangor for giving us the chance to work on this project assignment.

Next, we would like to extend our sincere gratitude to Madam Norfazlina Ghazali, our lecturer for the Principles of Entrepreneurship (ENT530) course, for providing us with the chance to complete this project assignment and for consistently providing us with excellent support and guidance throughout the project's entire semester.

Furthermore, we want to show our sincere gratitude to our family, who did their very best to assist us by encouraging us and lifting our spirits while we worked to complete this project. Not to leave out all of my friends or those that helped and taught us throughout the entire semester.

Last but not least, we would like to express our gratitude to everyone who participated in and contributed, whether directly or indirectly, to our project. Their effort and initiative allowed us to successfully finish this social media portfolio report.

## **EXECUTIVE SUMMARY**

A company that specialises in providing food service is called Mama Na Durian Crepe. Our business's major goal is to provide consumers with an exceptional and unforgettable culinary experience centred around durian crepes as well as our other menu items including brownies, carrot cake, and red velvet cupcakes. On May 17, 2023, using our social media networks, we launched our internet business. The majority of people, particularly in Puncak Alam, Selangor, and Pulau Pinang, is our target market. Since our initial introduction, we have gotten a lot of positive feedback from customers about the product's quality, the level of service it offers, and the pricing. We deliver successful sales outcomes for our company projects as a consequence of positive feedback and rising product demand. Since the business is continuing to grow even above our expectations, Mama Na Durian Pancake is the favoured product that can be promoted and expanded to other fields.

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# 1.0 BUSINESS REGISTRATION

## 1.1 Go-Ecommerce Registration

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

**PERSONAL PROFILE** BUSINESS PROFILE

**Aina Nasuha binti Mohamad Ghazali**

**Personal Information**

Name	: Aina Nasuha binti Mohamad Ghazali	Phone/Mobile	:	<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	71700
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	
Gender	:	Special Need Required	:	
Marital Status	:			

**Institution Information** [Add New](#)

**KPM Indera Mahkota - DIPLOMA IN DIGITAL CREATIVE MEDIA PRODUCTION (DCD)**

Type of Institution	: TVET	Institution List	: Kolej Professional MARA
State of Institution	: Pahang	Name of Institution	: KPM Indera Mahkota
Address of Institution	: Lot No. 14687, Bandar, Indera Mahkota, Jalan Sungai Lembang, 25200	City	: Indera Mahkota
		Postcode	: 25200

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

**NUR SYAZREEN AMIRA BINTI AHMAD ZAMZURI**

**Personal Information**

Name	: NUR SYAZREEN AMIRA BINTI AHMAD ZAMZURI	Phone/Mobile	:	<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	null
Personal Facebook	:	Race	:	Malay
Gender	: Female	Special Need Required	:	No
Marital Status	: Single			

**Institution Information** [Add New](#)

**UiTM Puncak Alam - ENT530CAAD**

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam
		Postcode	: 42300
District of Institution	: Kuala Selangor	Study Status	: Full time
Level of Study	: Bachelor Degree		<a href="#">Edit</a> <a href="#">Delete</a>

### 1.3 SSM REGISTRATION

  
SURUHANJAYA SYARIKAT MALAYSIA  
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN  
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**MAMA NA DURIAN CREPE**  
**NO. PENDAFTARAN: 202303176268 (003510795-M)**

telah didaftarkan dari hari ini sehingga **10 JULAI 2024** di bawah Akta Pendaftaran  
Perniagaan 1956, beralamat di

**Bil. Cawangan: TIADA**

Bertarikh di **SISTEM EZBIZ** pada **11 JULAI 2023**.

  
**DATUK NOR AZIMAH ABDUL AZIZ**  
Pendaftar Perniagaan  
Semenanjung Malaysia

UserID: EZBIZ, Date: Fri Jul 14 2 15:59 MYT 2023

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business

Mama Na Durian Crepe is a business name that has been decided on our main product.

Mama Na Durian Crepe is a business that merged in our social media .

<b>Name of Business</b>	Mama Na Durian Crepe
<b>Business Address</b>	
<b>Corresponding Address</b>	<a href="https://www.facebook.com/mamanacrepe?mibextid=ZbWKwL">https://www.facebook.com/mamanacrepe?mibextid=ZbWKwL</a>
<b>Telephone Number</b>	
<b>Form of Business</b>	Partner Proprietorship
<b>Date of Commencement</b>	22 February 2022
<b>Name of Bank</b>	BANK RAKYAT
<b>Account Number</b>	220213526550

**Table 1.1 Mama Na Durian Crepe Business Information**

## 2.2 Organization Chart

Partner proprietorship is the business structure used by Mama Na Durian Crepe. This is so since our company is just starting off and only runs a small operation. Our organisational structure therefore just includes the proprietor of Mama Na Durian Crepe and one staff member.

<b>Owner Mama Na Durian Crepe</b>	Aina Nasuha Mohamad Ghazali
<b>Staff Member</b>	Nur Syazreen Amira Binti Ahmad Zamzuri

## 2.3 Mission and Vision

We agree that every company should have a purpose and vision statement in order to operate in accordance with the objectives that must be met. As a result, we have created our own mission and vision statements for the company so that we are clear about our short- and long-term objectives.

### **Mission**

- To delight customers with exceptional durian crepes , brownies , red velvet cupcake and also carrot cake while providing a unique culinary experience that celebrates the flavors and richness of the food
- To make our customer know our own homemade dessert
- To provide excellent customer service
- To become the first choice of the dessert among customer

### **Vision**

Mama Na Durian Crepe Visions is to be the one of the famous dessert food services in our locations, which is located at Puncak Alam, Selangor and also Pulau Pinang especially in Malaysia.



## 2.4 Description of Products and Services

Among the well-known delicacies sold by Mama Na Durian Crepe Sdn. Bhd. are durian crepes, brownies, red velvet cupcakes and carrot cake. To satisfy our customers, Mama Na Durian Crepes offers the dessert for a reasonable price. We are selling this dessert because it is currently quite well-known in our country, which is why. We think that Pulau Pinang residents, particularly UiTM students, and people of Puncak Alam will be interested in our offering.

When it comes to pricing, Mama Na Durian Pancake offers that customers can afford. When buying, customers receive a discount from Mama Na Durian Crepe. This is done in an effort to win consumers' satisfaction and their continued support of our business. so that they can regularly repeat the order.

## 2.5 PRICE LIST

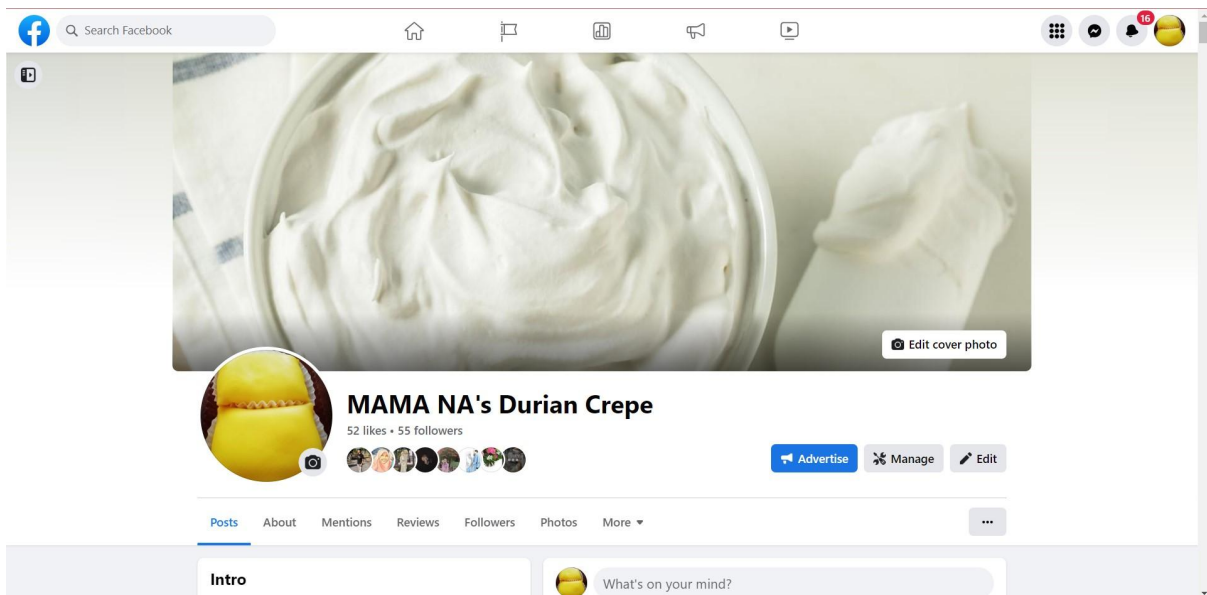
NO.	PRODUCT	PICTURE	PRICE
1.	Durian Crepe	 The image shows a durian crepe on a white plate, with a small portion of durian fruit next to it. Below the main image is a smaller image of several durian crepes in a yellow box. Text overlays include 'DURIAN CREPE' and 'RM3/PCS'.	RM 3.00/PIECES
2.	Red Velvet Cupcakes	 The image shows several red velvet cupcakes with white frosting and red sprinkles. Below the main image is a smaller image of more cupcakes in a red box. Text overlays include 'RED VELVET CUPCAKES' and 'RM5.50/PCS'.	RM 5.50/PIECES
3.	Carrot Cupcakes	 The image shows a carrot cake on a white plate, with a small portion of carrot cake next to it. Below the main image is a smaller image of several carrot cakes in a brown box. Text overlays include 'CARROT CAKES' and 'RM5.50/PCS'.	RM 5.50/PIECES
4.	Brownies	 The image shows several brownies in a brown box. Below the main image is a smaller image of more brownies in a brown box. Text overlays include 'BROWNIES' and 'RM50/BOX'.	RM 50.00/BOX

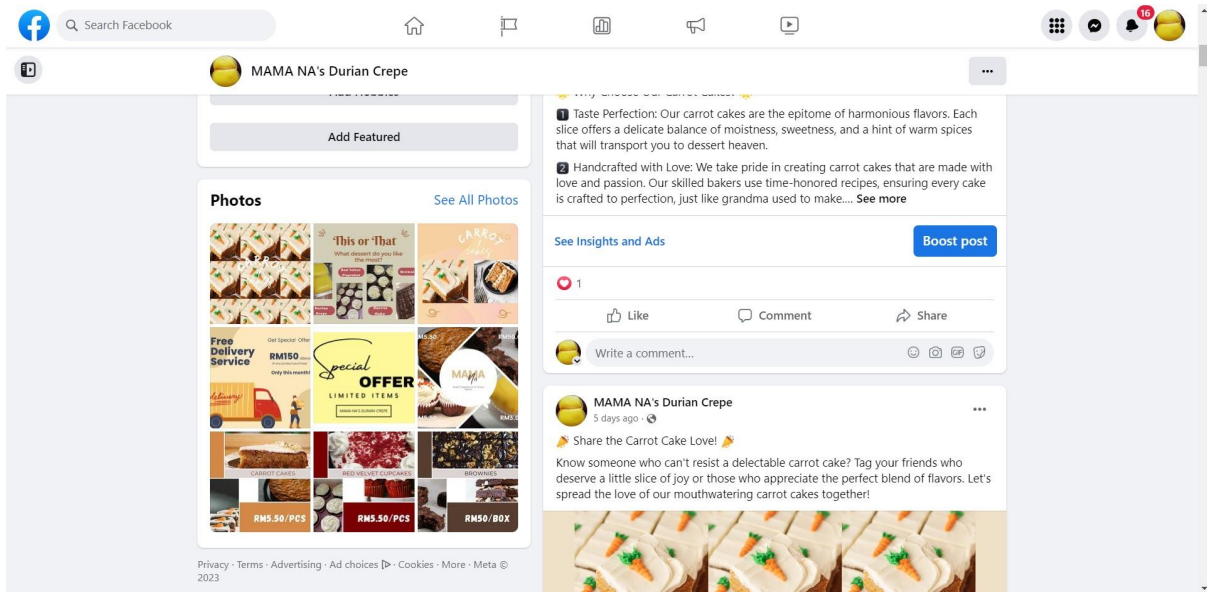
### 3.0 FACEBOOK (FB)

We have established a Facebook Page as we launch our company. This is done to spread exposure of and interest in our Mama Na Durian Crepe business among Facebook users, particularly those who are local to our business location.

Additionally, we understand that many people today choose to shop online because it is convenient for them to look for and access information. Online purchasing has become so popular because of how we live our daily lives. As a result, setting up a Facebook Page is one of the greatest ways to connect our company with its clients online. We prepared Facebook Posts for the linked businesses on the Mama Na Durian Crepe Facebook page, including teasers, hard sells and soft sells.

### 3.1 Creating Facebook (FB) page





Mama Na's Durian Crepe Facebook page

### 3.2 Customizing URL Facebook (FB) page

Facebook (FB) page URL:

<https://www.facebook.com/mamanacrepe?mibextid=ZbWKwL>

### 3.3 Facebook (FB) post - Teaser



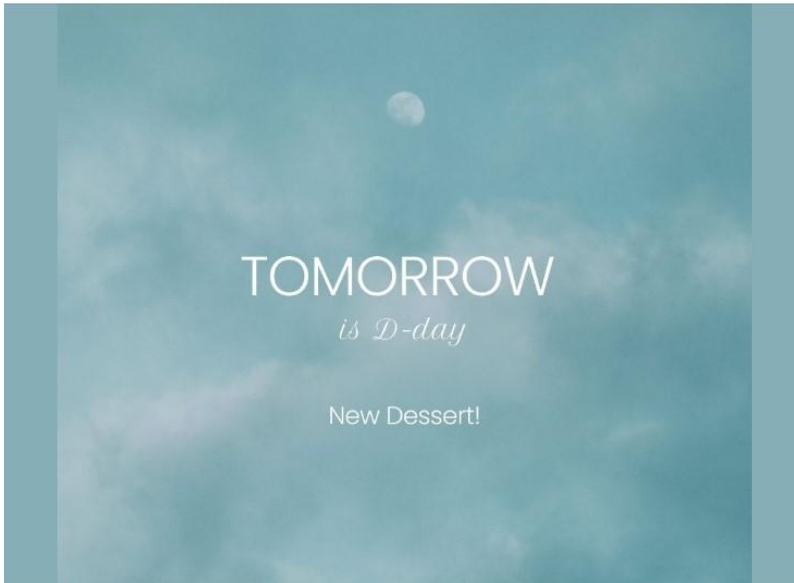


MAMA NA's Durian Crepe

7 July at 00:15 · 🌐 · 🌐



Watch this space for the big reveal! It will be worthwhile to wait. Be prepared to be surprised by the creativity, inventiveness, and pure deliciousness that is in place for you.



### 3.4 Facebook (FB) post - Copywriting (Hard sell)

The promotion that we perform through a hard sell for Facebook post is directed at our sales prospects, and the language advertisement we post makes it clear that we are promoting to sell and want our customers to keep buying. In this case, we post a price on each post on our Facebook page and announce a promotion.

MAMA NA's Durian Crepe  
7 July at 21:52

Experience a melt-in-your-mouth sensation with every bite of our luscious brownies. The price for this small packet is only RM50.00 per Box/Tray. It is very worth it. It's not easy to get this kind of price out there!



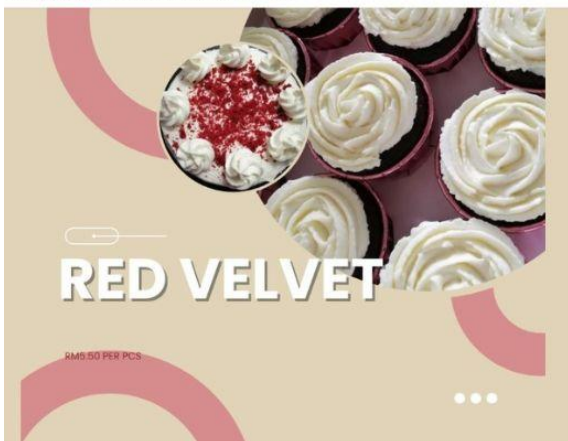
MAMA NA's Durian Crepe  
7 July at 21:55

Get ready for a flavor explosion as you savor the perfect harmony of creamy durian and delicate crepe layers. It just costs RM6 to purchase this tiny package. It's worth every cent. Obtaining this kind of price is difficult in the marketplace.



MAMA NA's Durian Crepe  
7 July at 21:58

Indulge in the perfect harmony of our velvety red velvet cake paired with rich and creamy cream cheese frosting! Only RM5.0 will buy you this red velvet cupcake. Absolutely worth it. Finding a pricing like this on the market is difficult.



MAMA NA's Durian Crepe  
8 July at 19:19

Introducing our delectable dessert collection! Prepare to be enchanted by our mouthwatering treats that will tantalize your taste buds and leave you craving for more. Here's our irresistible pricelist that brings you the best value for your sweet indulgence!

DURIAN CREPE 1PCS	RM3.00
RED VELVET CUPCAKE	RM5.50
BROWNIES PER BOX/TRAY	RM50.00

@MAMANA DURIAN CREPE



MAMA NA's Durian Crepe  
8 July at 21:36

Here are our delicious new dessert creations! We're excited to present a tempting choice that will transform your understanding of dessert. Get ready to be fascinated by these magnificent delicacies, which will leave you wanting more. Prepare to enjoy the yummy a piece of flavours that is in waiting for you:



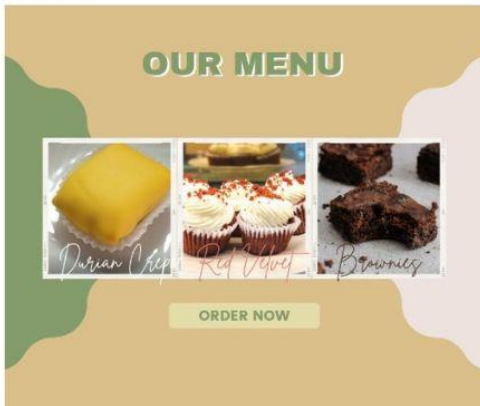
MAMA NA's Durian Crepe  
8 July at 20:28

Treat yourself or surprise your loved ones with these delectable desserts. Each creation is crafted with the finest ingredients and passion for perfection. Don't resist the temptation! Visit our store today and experience the sweet bliss that awaits. Prices may vary based on location and seasonal offers.

Durian Crepe:  
1 PCS: RM3.00  
2 PCS: RM6.00

Red Velvet Cupcake:  
1 Cupcake: RM5.50

Brownies:  
Whole Box: RM50.00  
Half Box: RM25.00



MAMA NA's Durian Crepe  
8 July at 21:39

With these mouthwatering treats, you may treat yourself or surprise your loved ones. The finest ingredients and a passion for perfection go into each creation. Don't give in to the craving!

MAMANA DURIAN CREPE	
DURIAN CREPE 1 PCS	RM3.00
RED VELVET CUPCAKE	RM5.50
BROWNIES PER BOX/TRAY	RM50.00
<b>NEW</b> CARROT CUPCAKE	RM5.50

MAMA NA's Durian Crepe  
8 July at 21:54

Indulge in a little piece of happiness with our delightful cupcakes! 🍰🥰

These bite-sized treats are bursting with flavor and guaranteed to satisfy your sweet cravings. From classic favorites to unique creations, we have a cupcake for every palate. 🍰

Red Velvet Cupcake - RM5.50  
Carrot Cake Cupcake - RM5.50



MAMA NA's Durian Crepe  
8 July at 23:45

Use our wonderful crepes, which highlight the true flavours of this tropical treat, to indulge your enthusiasm for durian.



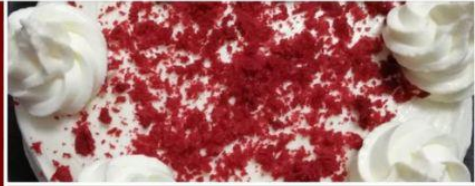
DURIAN CREPE



RM3/PCS

MAMA NA's Durian Crepe  
8 July at 23:56

Enjoy the ultimate indulgence with our delicious red velvet cake, a real treat for cake lovers. Satisfy your sweet cravings with the irresistible combination of our moist red velvet cake and the velvety smoothness of cream cheese frosting.



RED VELVET CUPCAKES



RM5.50/PCS

MAMA NA's Durian Crepe  
8 July at 23:46

Treat yourself to the ultimate indulgence with our premium-quality brownies.



BROWNIES



RM50/BOX

MAMA NA's Durian Crepe  
9 July at 00:04

All lovers of carrot cake, unite! Our carrot cupcakes are an exquisite combination of delicious carrot cake, aromatic spices, and a generous swirl of cream cheese frosting. Every bite has the ideal amount of sweetness and earthy richness. Enjoy this traditional favourite and let the flavours whisk you away to dessert paradise. Don't pass up these delicious delights!



CARROT CAKES



RM5.50/PCS

**MAMA NA's Durian Crepe**  
9 July at 00:36

With our tasty dessert selection, enjoy in a moment of pure joy while satisfying your sweet taste! Our desserts are expertly made, sending your taste buds on an incredible journey through delicious cakes, exquisite desserts, and tempting delicacies. Our tempting price list, which offers you the best value for your sweet enjoyment, is provided below:

- Durian Crepe:  
1 PCS: RM3.00  
2 PCS: RM6.00
- Brownies:  
Per Box/Tray: RM50.00
- Red Velvet Cupcakes:  
1 PCS: RM5.50
- Carrot Cupcakes:  
1 PCS: RM5.50

With these delicious sweets, you may treat yourself or surprise others you care about. The best ingredients are used in each product, which is made with a love for perfection. Don't fight the urge to indulge! Come into our shop right away to taste the sweet delight that is waiting. Location and seasonal discounts may affect prices.

**MAMA NA's Durian Crepe**  
9 July at 09:33

Discover the Magic of Sweet Treats 🍰  
Relax, there is a solution.  
The answer is to purchase our Sweet Treat from Mama Na at an affordable cost.

**MAMA NA's Durian Crepe**  
9 July at 10:39

Craving something sweet? We've got a treat for you! 🍰🍰

For this month only, we're offering FREE delivery on all dessert orders! Indulge in your favorite sweets without leaving the comfort of your home. It's dessert delivered right to your doorstep, on us! 📦🚚

Remember, this offer is only valid for this month, so make the most of it while you can. Treat yourself to a delectable dessert experience without stepping foot outside your door. It's the perfect excuse to indulge and satisfy your sweet tooth. 🍰👤

**MAMA NA's Durian Crepe**  
9 July at 09:58

Satisfy your sweet cravings and save big with our limited-time special price offer on desserts! 🍰

1 Box of Brownies + 10 Pcs of Red Velvet Cupcakes/ Carrot Cupcakes = RM90.00

Don't miss out on this golden opportunity to indulge in affordable indulgence. Experience the joy of savoring our handcrafted desserts while enjoying significant savings. It's a win-win situation for your taste buds and your wallet! 🍰👛

**Free Delivery Service**

Get Special Offer

**RM150** above  
of any product purchase

**Only this month!**

**Special OFFER**

LIMITED ITEMS

MAMA NA'S DURIAN CREPE



### 3.5 Facebook (FB) post - Copywriting (Soft sell)

Soft sell sentences helped us attract the audience's interest and attention while successfully building a positive relationship between our brand and items. Utilizing this strategy, we may invite our audience to discover and enjoy our specialties while effortlessly highlighting their advantages. Moving ahead, we will continue to use soft selling strategies to keep up a positive and interesting social media presence and generate interest in our tasty products.

MAMA NA's Durian Crepe is 🥰 feeling excited.  
7 July at 13:12 · 🌐

👉 Share the Durian Delight! 🍷

Know someone who can't resist the allure of durian? Tag your fellow durian lovers or friends who deserve to experience the unique flavors of our durian crepes. Let's spread the love of this tropical delight!



MAMA NA's Durian Crepe is 🥰 feeling excited.  
4 July at 09:42 · 🌐

"Handcrafted with Love":  
Our brownies are not just any ordinary treats—they are crafted with utmost care and attention to detail. Every batch is made by our talented bakers, who use only the finest ingredients to ensure each brownie is a delectable masterpiece. The result? A taste that's pure bliss.



MAMA NA's Durian Crepe is 🥰 feeling excited.  
4 July at 09:48 · 🌐

"An Artful Combination":  
Our red velvet cupcakes are a carefully crafted blend of rich cocoa, velvety texture, and a hint of tangy cream cheese frosting. It's a harmonious combination that delights your palate with each bite. Experience the perfect balance of flavors, leaving you with a craving that only red velvet can satisfy.



MAMA NA's Durian Crepe is 🥰 feeling excited.  
4 July at 09:45 · 🌐

"A Delight for All Senses":  
Our durian crepes are a treat for not only your taste buds but also your sense of smell, sight, and touch. As you lift the crepe to your lips, you'll be greeted by the tantalizing aroma that hints at the indulgence to come. The golden hue of the crepe and the creamy filling create a visual feast, while the soft, delicate texture adds an extra layer of pleasure to each bite.





MAMA NA's Durian Crepe is 🥰 feeling fantastic.

16 May · 🌐



Do you guys want to taste the richness of the chocolate?

We take pride in creating the most decadent, melt-in-your-mouth brownies you've ever tasted.

Imagine sinking your teeth into a fudge, moist brownie that is rich in chocolate flavor.

We are very sure that there's a lot of choco lover!



MAMA NA's Durian Crepe

7 July at 20:57 · 🌐



🌟 Why Choose Our Brownies? 🌟

- 1 Rich and Fudgy: Our brownies are the epitome of indulgence. Each bite is an explosion of rich, velvety chocolate that will leave you craving more. Get ready to experience the ultimate fudgy delight!
- 2 Handcrafted with Love: We pour our heart and soul into every batch of brownies we bake. Made in small batches, our artisanal treats are crafted with love and attention to detail, ensuring a taste that's simply divine.
- 3 Premium Ingredients: We believe in using only the finest ingredients to create our brownie masterpieces. From high-quality Belgian chocolate to farm-fresh eggs and creamy butter, we spare no expense in delivering the utmost quality.
- 4 Customizable Options: We understand that everyone has their own preferences. That's why we offer a variety of tantalizing flavors, including classic chocolate and more. There's a brownie for every palate!



MAMA NA's Durian Crepe

7 July at 20:59 · 🌐



🌟 Why Choose Our Red Velvet Cupcakes? 🌟

- 1 Heavenly Flavors: Our red velvet cupcakes are a perfect balance of velvety cocoa goodness and creamy tanginess. Each bite is a symphony of flavors that will leave you longing for more.
- 2 Made with Love: We pour our love and passion into every cupcake we bake. Our artisan bakers meticulously create each batch to ensure the perfect texture, moistness, and heavenly taste.
- 3 Premium Ingredients: We believe in using only the finest ingredients. From high-quality cocoa to farm-fresh eggs and silky cream cheese frosting, we spare no effort in delivering a cupcake that exceeds your expectations.
- 4 Eye-Catching Delights: Our cupcakes are not just delicious; they are works of art. Adorned with elegant designs and delightful decorations, they are visually stunning and make for an Instagram-worthy treat.



MAMA NA's Durian Crepe

7 July at 20:58 · 🌐



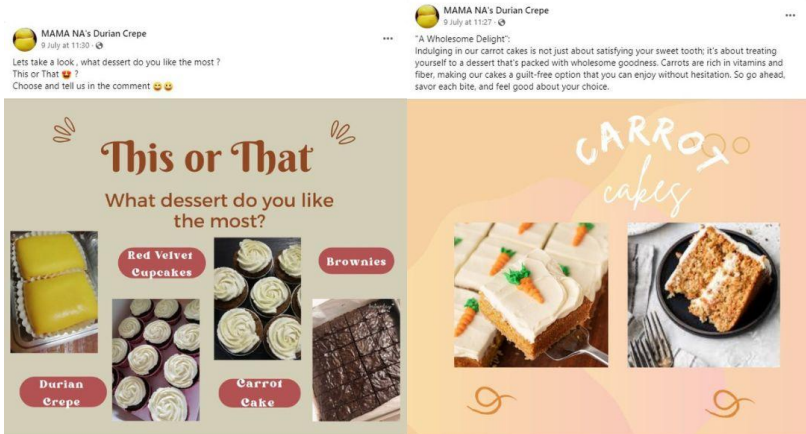
🌿 Why Choose Our Durian Crepes? 🌿

- 1 Pure Durian Bliss: We source the finest, premium-quality durians to create our crepes. Each bite is a delightful combination of creamy, luscious durian and delicate crepe that will transport you to durian paradise.
- 2 Artisanal Craftsmanship: Our crepes are meticulously handcrafted by skilled artisans who take pride in every fold and layer. From the first sight to the last bite, our crepes are a work of art.
- 3 Freshness Guaranteed: We believe in serving only the freshest durian crepes. Our ingredients are carefully selected and our crepes are made to order, ensuring that you experience the true essence of durian with every mouthful.
- 4 Delight for Durian Lovers: If you're a durian aficionado, our crepes are an absolute must-try! We celebrate the unique and exquisite flavors of this king of fruits, delivering a taste experience that will leave you craving more.

**MAMA NA's Durian Crepe**  
 9 July at 11:31 · 🌐

💖 Exclusive Facebook Offer 💖

As a thank you for being a part of our sweet-loving community, we're delighted to offer you an exclusive deal! Simply mention this Facebook post when placing your order and enjoy a complimentary upgrade to a deluxe box of brownies. It's our way of adding an extra touch of indulgence to your treat! 🍰🌟



**MAMA NA's Durian Crepe**  
 9 July at 11:32 · 🌐

💖 Exclusive Facebook Treat 💖

To show our appreciation for your support, we have a special treat just for you! Present this Facebook post at our store and enjoy a complimentary upgrade to our deluxe durian crepe set. It's our way of saying thank you for being a part of our durian-loving community. 🍰🌟

**MAMA NA's Durian Crepe**  
 9 July at 11:32 · 🌐

💖 Exclusive Facebook Delight 💖

To express our gratitude for your support, we have an exclusive offer just for you! Mention this Facebook post when you visit our store, and we'll treat you to a complimentary upgrade to our deluxe red velvet cupcake box. It's our way of thanking you for being a part of our cupcake-loving community. 🍰🌟

**MAMA NA's Durian Crepe**  
 9 July at 11:32 · 🌐

💖 Exclusive Facebook Treat 💖

As a token of appreciation for your support, we have an exclusive offer just for our Facebook fans! Present this post at our store and enjoy a complimentary cream cheese frosting upgrade on your first carrot cake purchase. It's our way of adding an extra touch of indulgence to your carrot cake experience. 🍰🌟





MAMA NA's Durian Crepe

9 July at 15:06 · 🌐



🌟 Why Choose Our Carrot Cakes? 🌟

- 1 Taste Perfection:** Our carrot cakes are the epitome of harmonious flavors. Each slice offers a delicate balance of moistness, sweetness, and a hint of warm spices that will transport you to dessert heaven.
- 2 Handcrafted with Love:** We take pride in creating carrot cakes that are made with love and passion. Our skilled bakers use time-honored recipes, ensuring every cake is crafted to perfection, just like grandma used to make.
- 3 Premium Ingredients:** We believe in using only the finest ingredients. Our cakes are loaded with freshly grated carrots, plump raisins, and crunchy walnuts, combined with the perfect blend of spices. No shortcuts, just pure deliciousness.
- 4 Unforgettable Delights:** Our carrot cakes are not just desserts; they are moments of pure delight. With every bite, you'll discover layers of flavor that captivate your taste buds and leave you craving another slice.



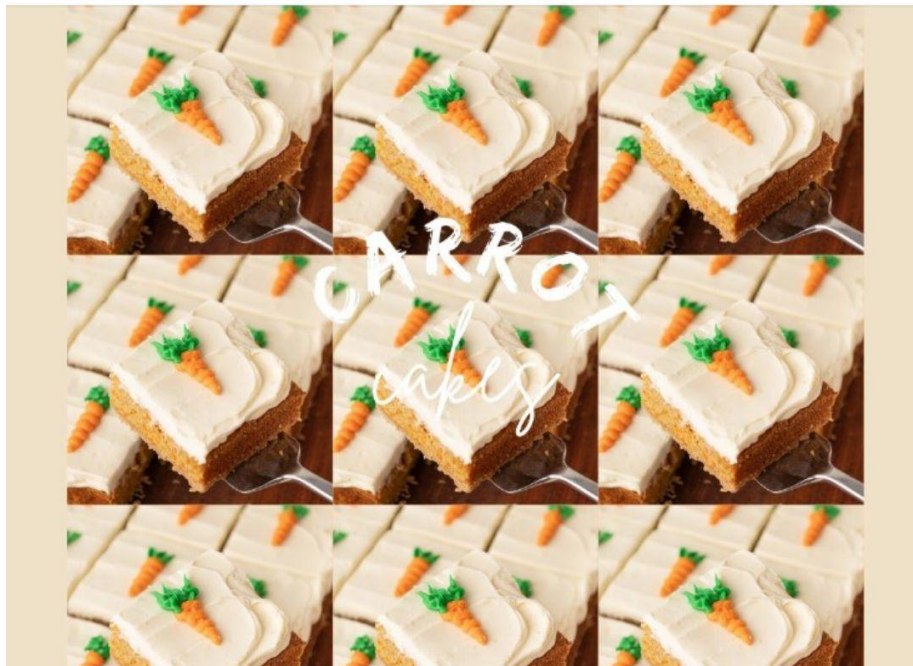
MAMA NA's Durian Crepe

9 July at 11:35 · 🌐

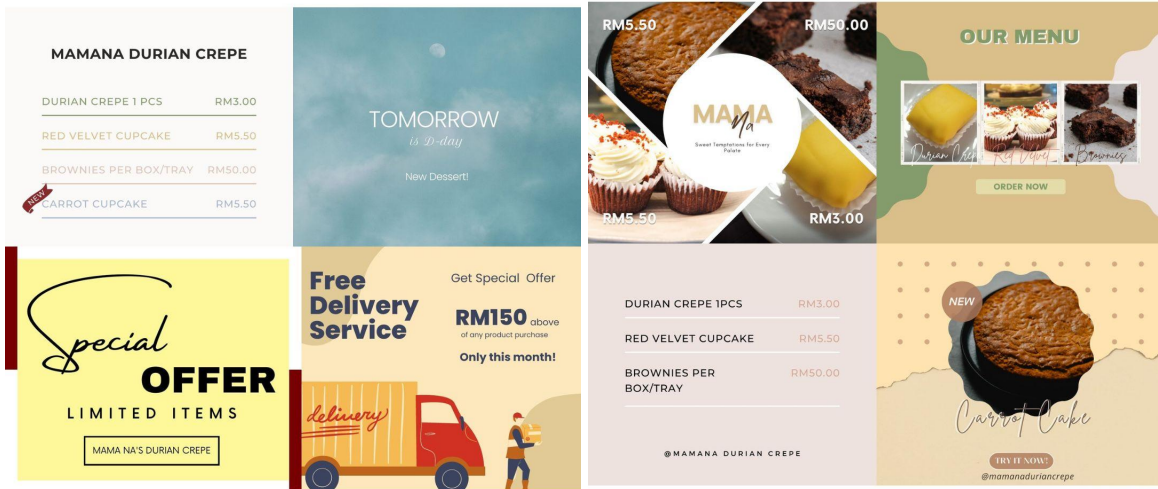


🍷 Share the Carrot Cake Love! 🍷

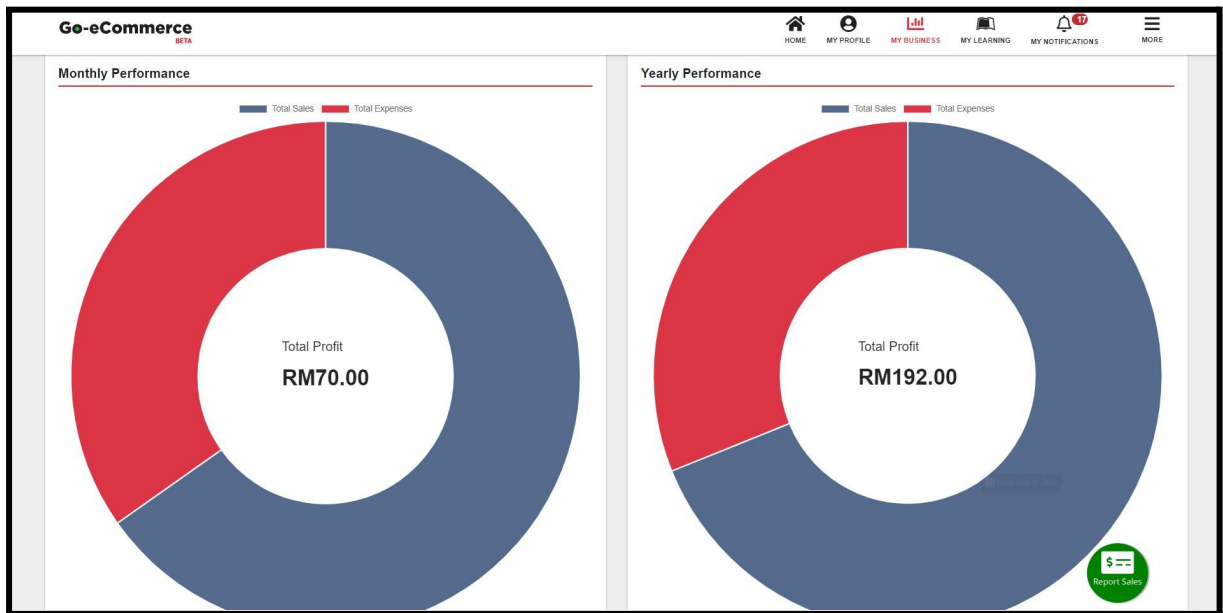
Know someone who can't resist a delectable carrot cake? Tag your friends who deserve a little slice of joy or those who appreciate the perfect blend of flavors. Let's spread the love of our mouthwatering carrot cakes together!



### 3.6 Relevant graphics to each post/ copywriting



### 3.7 Sales Report



## **CONCLUSION**

In conclusion, Mama Na Durian Crepe is the company where we use Facebook pages to conduct online marketing campaigns. We can draw the conclusion that by operating our businesses through Facebook pages, we can advertise our goods and services and increase knowledge of our company's brand among Facebook users, particularly those who live close to our business location. We also post the most recent updates of our business activities or events through this type of platform.

Additionally, it is advantageous for both our company and for ourselves because it allows us to stay current with business trends by using platforms like Facebook as well as other ones that are available and that allow us to advance our IT knowledge and expertise. Then, it will not only guard us from becoming an out-of-date businessperson but also help us grow by keeping up with the pace of our country's growth.

As a result, we were able to accomplish some of our objectives as a start-up business using our Facebook page, and we will keep working to accomplish all of Mama Na Durian Crepe's goals in the future by expanding and running our operations through other social media platforms as well as streamlining our marketing strategy. Our accomplishment thus far has exceeded our expectations, therefore we must continue. We'll make sure that Mama Na Durian Crepe's business is successful and that it advances occasionally.