

# Portfolio

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## **Statement:**

Knowing my client was magnificent work. I never expected to see that information about them, but I got to dig into many things to do this portfolio. I learned that my client “Magnolia Bakery” had original owners that could not handle the brand, so they gave it to two influential owners that worked hard to change the business from scratch. I learned that they have a brand belief that they want to encourage all youth people with incredible talents to be something in this world. So, they let them work as their part of the brand family, including chefs and employees. I also learned that the brand went through big failure, but they stood again and made it grow. The evidence that I collected during the class is that each brand has a history behind it, and each brand can go ups and downs, but if the brand wants to succeed, it needs to have patience and creativity. Likewise, I used my voice and my touches through the class assignments to make them look more creative and professional. However, I made some significant edits from the peer-reviewing because I wanted my work to be more attractive to the reader.

## **Magnolia Bakery Origin Story**

Once upon a time, there were two girls named Allysa Torey and Jennifer Appel who had an idea to open a bakery that bakes and sells all different baked goods. In 1996, they opened their first baked shop called Magnolia Bakery, located in the heart of New York City, West Village. They decided to open in the West Village because they felt that all their baked goods need to be from where they belong. They were selling all classic American goods with unique vintage décor, warm and attractive atmosphere.

Years passed by, and in 2007, these two girls wanted to give their flaming bakery to Steve and Tyra Abrams because they did not know how to handle the business. Our new owners Steve and Tyra Abrams, took Magnolia bakery entirely excited, which made them think bigger. Therefore, Steve and Tyra Abrams believe in youth. They decided that the brand needs to be part of it. Steve and Tyra Abrams hire the greatest chefs in America. What we are now is not because of our desserts, but with our goal to go big and encourage all the youth with incredible talents to be something in this world.

All the chefs know about our homemade recipes inspired by American classic's desserts. We do not just sell cakes. We sell and bake our famous cupcakes, puddings, ice-creams, and pies. Every season our chefs bake seasons desserts and different kinds of flavors. Some flavors come with special occasions, such as Thanksgiving! we sell our homemade pumpkin pie that comes in different shapes and different dressings.



Additionally, we got the franchise all around America and worldwide. Our clients can now get our bakes in Los Angeles, Chicago, Boston, Washington, DC, and from our thrilling consumers in the Middle East and Asia, Dubai, Riyadh, Amman, Abu Dhabi, Manila, and Doha. Each of our stores in the world has our famous desserts and also particular kinds. From our first small bakery on the corner of West Village street, New York. Now worldwide and entire America.

Furthermore, our passion is not just selling good bakes. It's about how we can change our world to be better. We seek to change it with our brand. We cannot change it alone. However, with individuals who believe in us and our beliefs, we can do it. We are also looking forward to our brand not being just a bakery but a café that gathers all our desserts with special drinks.

## **Podcast Intro for Magnolia Bakery**

Are you in New York City and wonder what to have for desserts? Of course, it's New York, and you have so many options to eat. But, if you want to have the best desserts and remember you of all classic American goods, you always think when you visit a tourism city in America. Try Magnolia Bakery. It's a bakery that bakes so many desserts, and it is fresh and homemade. Its opened by two girls in 1996, and the original shop in New York City West Village. Magnolia Bakery is the best shop for desserts in New York. They have their famous cupcakes, puddings, ice-creams, and pies. What's make them special is that their shops have unique vintage décor with a warm and attractive atmosphere. Not to mention their seasonal desserts. They bake so many different desserts on many occasions, such as on Thanksgiving, they have their homemade pumpkin pie with special dressing on it. In addition to all this, all of their employees are from the youth age. They believe that they need to encourage all the youth people with incredible talents to be something in this world. So, all their chefs and other employees are talented and high-level workers. Magnolia Bakery is not just selling goods bakes, they focus on our new generation to make our world better. Also, these days, they have so many locations in the United States and all around the world. They have in every City such as Los Angeles, Chicago, Boston, Washington, DC. And in the Middle East and Asia, Dubai, Riyadh, Amman, Abu Dhabi, Manila, and Doha. So, every time you are in these cities, try the amazing desserts from Magnolia Bakery.

## Social Media Content Calendar for Magnolia Bakery

Instagram:	Monday, July 26, 2021	Wednesday, July 28, 2021	Friday, July 30, 2021	Sunday, August 1, 2021
Theme	New item	Break time desserts	Serve small items	Explore ingredients
Image				
caption	Have you tried our new flavor pudding? Its red velvet! Try it out in all our shops	It's Wednesday! And you do not know what to get for your lunch break? Come and get our fresh carrot cake with hot black coffee.	Do you love our red velvet cake? We have it as cupcakes if you want something small and ready to go.	Many people wonder what's our secret is for our banana pudding. Try it to guess!
Hashtags	#food #Unitedstates #foodie #bakery #NewYork #pudding #redvelvet #new #magnoliabakery	#cake #carrotcake #magnoliabakery #desserts #food #foodie #westvillage #foodinamerica	#redvelvet #cupcakes #food #foodie #desserts #foodinnewyork #sugar #newyork	#bananapudding #desserts #bakes #magnoliabakery #food #foodie #eating #eatwithme #famouspudding

### Notes:

Seeing on their social media posts mostly about their bakes and food. However, their photos are lifestyle and not that professional. I tried to bring some professional photos and good hashtags, plus the captions. This will get more reactions on their posts since their Instagram reaction is from 200 to 300, and that's a little bit low because they have 876 thousand followers. This calendar shows the posts that they are going to put on their Instagram account for a week. The photos are mixed between their bakes and food since they bake different types of desserts. Likewise, professional photos will show the audience how professional the brand is and show the details of the desserts beautifully.

## **Memo for Social Media Content Calendar for Magnolia Bakery**

I'm writing this memo to show why I chose my choices for the social media calendar for my brand magnolia bakery. At first, I saw their social media platforms and their engagement data. It shows that the best application for everything is Instagram. However, it might be good if they have Tiktok, but unfortunately, they have not. I decided to take their Instagram account and make some changes. The first thing I want to change is their photo style. They always shoot as lifestyle photos, and I feel that it needs to be more realistic as a brand as a professional brand. So, I chose a professional photoshoot as their daily posts each week that show their bakes and food details. This will allow the audience and people to feel more attracted to their food. Likewise, I saw their photo captions are too long. As a viewer, if I saw it, I would not read it. I prefer the caption to be shorter and more attractive for the engagements. For the writing style, it's best to be forward and creative so people can get the idea quickly.

Additionally, I wanted to make posts for the whole week, but I noticed that they post six days straight. I saw people's reactions each day, and I felt that there were some days that the likes and comments were less than usual. I chose four posts that be each one of them on Monday, Wednesday, Friday, and Sunday. These days were the perfect days for the likes and comments because they had higher engagements.

## **Magnolia Bakery is Gone**

Magnolia Bakery is Gone. Not many people know them, but many people will notice that they are missing their bakes. The first founders of the Magnolia Bakery were two girls who lived in New York City. They tried to bake all classic American goods. In 1996, they opened their first location in New York west village. However, they could not handle the pressure, and the first failure Magnolia bakery had been when these two girls could not take the brand seriously. They did not know how to make their brand important to them and to people. They thought it is better to give Magnolia Bakery new owners before the brand starts to fall. They needed to give it to someone that can make the brand as high as it should be.

The new owners of Magnolia Bakery are Steve and Tyra Abrams. They took ownership from these two girls in 2007, and started to make it grow. They tried to change some things to attract people. They focused on the theme of their shops. They made it a warm, vintage decor, and attractive atmosphere. However, it was just one shop in the west village, New York. They needed to grow more. Steve and Tyra Abrams wanted to have a brand belief that reflects what they sell and their brand name. The belief that they wanted to have for their brand was to encourage youth people with big dreams and fantastic talents to be something in this world. Steve and Tyra Abrams employed all chefs and other employees with talents to work with them and be part of their brand family. Not just this, they opened so many shops worldwide and across all of America. From Asia to the Middle East and from New York to Los Angeles, Chicago, Boston, etc. Likewise, they ruled that every employee in their worldwide shop needs to be from a youth age.

Furthermore, Magnolia Bakery was a brand that focuses not just bake good bakes but also on keeping younger people with high goals to change the world and be something big. Many shops can open and bake and sell desserts, but not all have an excellent belief to stick with it. Magnolia Bakery was one of the best brands with a forward, strong belief that no one cares about. They had a time that they went down, but they let it grow as a small tree try to grow up and have many leaves. Magnolia Bakery, you will be missed.