



FACULTY OF BUSINESS AND MANAGEMENT

ENT530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: GEGET

PREPARED BY:

FACULTY & PROGRAMME : DEGREE IN FINANCE
SEMESTER : OCT 2020 - FEB 2021
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GROUP : BA2422B

PREPARED FOR:

WAN HASMAT BINTI WAN HASAN

SUBMISSION DATE:

15th January 2021

EXECUTIVE SUMMARY

Geget is a food and beverage business that offers affordable cute snacks by giving them a fresh bake product on every single day as it is one of our missions. We commenced our business on the thirteenth of October in 2020 and were registered on the next day.

According to our customer feedback, our food has helped them to taste life a little sweeter than they used to due to our snack has the ability to take the stress away from their mind and help increasing the serotonin in their body. Not only it is affordable, but it also very satisfying and the slogan of 'A little bliss in every bite' of our business has come to reality. Most importantly, our food does not tie up to any season such as festival season, fruit season, and et cetera, as it can be eaten even during the off-season.


In the early opening of our business, our snacks were sold off more than 15 bottles in the first batch of order. Our sales keep increasing from batch to batch of orders, which we are now taking more than 45 bottles in a single batch. In sum, Geget is a very marketable food and we truly believe that it can be expand and grow further to achieve our business vision.

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I. Go-Ecommerce Registration

PERSONAL PROFILE
BUSINESS PROFILE



Hanan Wafi Binti Fadzil

Personal Information


Name	: Hanan Wafi Binti Fadzil	Phone/Mobile	: 0193985189	Edit
New Identity Card No.	: 990713146508	Home Address	: No. 35, Jalan SA1, Seri Aman Heights	
Email Address	: hanannwafi@gmail.com			
City	: Sungai Buloh	District	: Petaling	
State	: Selangor	Postcode	: 47000	
Personal Facebook	:	Personal Instagram	: null	
Gender	: Female	Race	: Malay	
Marital Status	: Single	Special Need Required	: No	

Institution Information [Add New](#)

UITM Melaka Kampus Bandaraya Melaka - BA 242 2B OCT 2020

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Melaka	Name of Institution	: UITM Melaka Kampus Bandaraya Melaka	
Address of Institution	: UiTM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	: Bandaraya Melaka	
		Postcode	: 75300	
District of Institution	: Melaka Tengah			
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: BA 242 2B OCT 2020	Class Name	: FINANCE	
Subject Name	: ENT 530	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 10	Lecturer Name	: WAN HASMAT WAN HASAN	
Internship Enrollment	: No	Year Of Internship Enrollment	: 0	
Month of Internship Enrollment	: -	Period of Internship Training	:	
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	: 3	
Related To Study Field	: Yes			

PERSONAL PROFILE
BUSINESS PROFILE



Hanan Wafi Binti Fadzil

Company Name	: GEGET	Company Registration No.	:	Edit
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
Facebook Page	: https://m.facebook.com/GEGET-108078857760575/	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: Others	Business Website	:	
Business Related to Your Study Field	: Yes	Type Of Website	:	
		Experience in International Export	: No	

Graphic 1: Geget Go-Ecommerce Registration

II. Introduction of Business

- Name and Address of Business

Our business name comes from the word bite in Malay which is *Gigit*, and we decided to improvise the name to catch everyone's interest, and we've come with a name of Geget. Geget's range target market is from the age of 9 to 75 years old as our snacks are highly suitable for a wide range of age that loves to fill their lives with sweetness.



Graphic 2: Geget Logo

The blue pastel colour as the background of the logo represents soothing with every bite that we take on the snacks that we baked. The white cloudy-like symbol in the logo represents the bite mark. While the pastel red of Geget represents our passion in serving fresh snacks to our customer. And our business slogan "A little bliss in every bite" which guarantees an extraordinary experience with every bite they take.

Name of Business	:	Geget
Business Address	:	No. 35, Jalan SA 1, Seri Aman Heights, Sungai Buloh, 47000, Selangor Darul Ehsan.
Corresponding Address	:	geget@gmail.com
Telephone Number	:	019-1234567
Form of Business	:	Sole Proprietorship
Main Activities	:	Food and beverages
Date of Commencement	:	13 th of October 2020
Date of Registration	:	14 th of October 2020
Registration Number	:	002876968-U
Name of Bank	:	CIMB
Bank Account Number	:	7776530947

Table 1: Geget Business Information