



اُنِيْوَرْسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

Biskut Batik de Wani



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF INFORMATION MANAGEMENT
BACHELOR OF INFORMATION SCIENCE (HONS)
INFORMATION RECORDS MANAGEMENT (IM246)

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29 JANUARY 2021

ACKNOWLEDGEMENT

Sincere gratitude from us to Encik Muhammad Hafizi bin Zamri, which is our lecturer for subject ENT530 Principles of Entrepreneurship at UiTM Puncak Perdana, Selangor. We would like to thanks to him for always giving us help to finish and complete this assignment with successfully. His dedication and interest above all his overwhelming attitude to help his students to completing the assessment that have been given to us. We also want to thanks again to Encik Muhammad Hafizi bin Zamri for teaching us for this subject and give the talks about the assignment for us to more understand.

Special thanks to family, friends and people that involves directly and indirectly for us to finishing this assignment and also give the helps to us.

EXECUTIVE SUMMARY

Biskut Batik de Wani is an own brand and establishes by Nur Syazwani binti Shamsudin to help the people fulfil their cravings on dessert. Our main objective is to serve the dessert to the customer and satisfied their cravings but in a healthy way. It is because we provided dessert with less sweet and suitable for dessert lovers that not really like sweet. Dessert is popular with sweetness, so we tried to make a dessert which is kek batik but in our own ways.

Besides, all the dessert that sell in our shop is affordable and tasty. We used all the halal and fresh ingredients to ensure all the customer satisfied after to eat our dessert. We provided Cash on Delivery in Puchong area and also self-pickup for our customer that wants to take the dessert. We also added a few new menus to ensure our customer can choose and try to all our dessert and not stick with only a flavour. All our customer have given good feedback about our dessert and we hope that our business can go further.

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