

# **PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

# **SOCIAL MEDIA PORTFOLIO**



OOZY TART

FACULTY	FACULTY OF INFORMATION MANAGEMENT	
PROGRAMME	BACHELOR OF INFORMATION SCIENCE (HONS) RECORD MANAGEMENT	
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#### **EXECUTIVE SUMMARY**

Oozy Tart is a business that established on November 2020. We open a business on a food/dessert based product. For our food product we create our own motto or trademark which is "Baked with Love". We sell our food product at an affordable price. We provide free gifts and discount for our customer. Usually the discount comes when our customer book their tart for special occasion such as wedding, birthday party, high tea and annual dinner.

We registered our business on Go-Ecommerce in November 2020. Our business focuses on the area of Sungai Petani and all over Kedah including Penang and Perlis. But for Penang and Perlis we only took order when they book the tart more than 100 pieces. Our business runs online and through delivery services such as cash on delivery (COD), "Food Panda" and "Grab Food".

This business focuses on family, newlywed couple, event management caterer and special occasion. Our oozy tart provide a delicious variety of tart filling and beautiful decorated tart suitable for any event. The pricing for our food product is affordable and reasonable suitable for the ingredients that we use to baked our tart. Our business is a family based business, and we run the business with our family members and 2 workers.

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### 1.0 GO-ECOMMERCE REGISTRATION

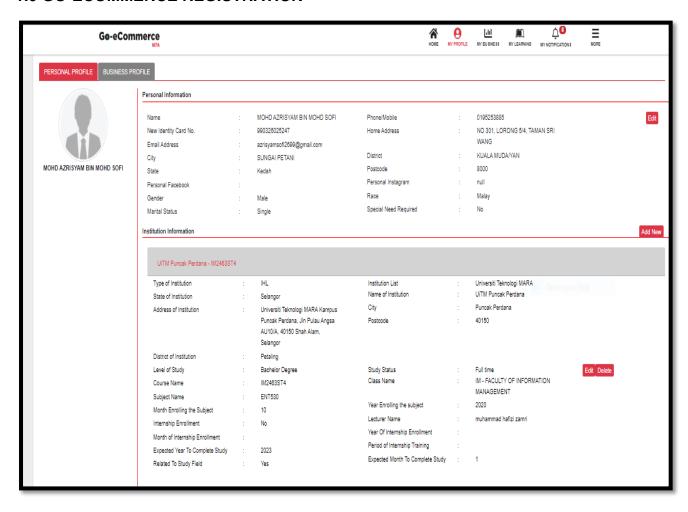


Figure 1: Personal Profile of Oozy Tart Owner

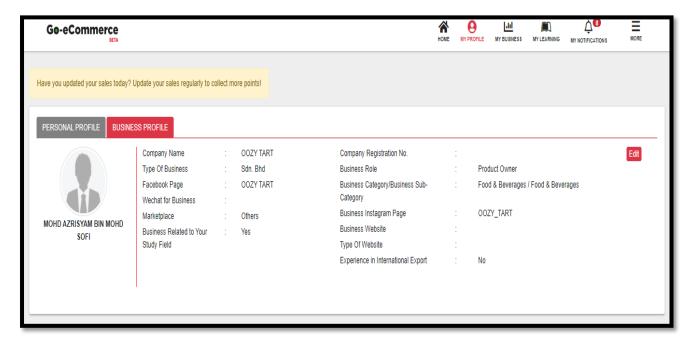


Figure 2: Business Profile of Oozy Tart