



اَوْنِبُوْ رَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا  
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MARA

FACULTY OF BUSINESS AND ADMINISTRATION  
BACHELOR OF BUSINESS AND ADMINISTRATION (HONS) ISLAMIC  
BANKING (BA 249)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

INDIVIDUAL TASK ON  
SOCIAL MEDIA PORTFOLIO : GEMU' COFFEE CAFE  
(BA249 3B)

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## EXECUTIVE SUMMARY

Gemu Coffee Café with the tagline of original, and exclusive is a coffee shop that serves delicious line of beverages and desserts. At Gemu Coffee Cafe, we aim to give our customers a unique experience with every sip of our coffee.

This business was started on 10<sup>th</sup> of April in 2020 in conjunction with my birthday. According to customer review, Gemu Coffee Café product gave a fantastic taste to them. Surrounding by Sci-Fi theme café make them loyal to this business because of the uniqueness and the taste of our food and beverage. Our food and beverage also is liked by many people due to the cheap and affordable price. Hence, this product provides a good insight for the continuation of sale to our customers.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business

Gemu Coffee Café is a business name that had decided based on our main product which is food and beverage. The purpose of choosing Gemu is because the concept of our business which is Sci-Fi and Games Café and Gemu is Japanese word that give meaning “games”. Our business motto is “Original, Premium and Exclusive” which show that our product is worth to buy because of the food and beverage at out Café is original, premium and exclusive. As for our target market, we aim to attract all teenagers and above with range of 15-40 years old as our Gemu Coffee Café are suitable for the individual that like online games and futuristic environment.



Figure 1.2 Gemu Coffee Café Official Logo