



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكُوْلُوْ كِيْ مِيْاْرَا
UNIVERSITI
TEKNOLOGI
MARA



INDIVIDUAL PROJECT: SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME	: FACULTY OF BUSINESS AND MANAGEMENT & BACHELOR OF BUSINESS MANAGEMENT (FINANCE)
SEMESTER	:4
PROJECT TITTLE	: SOCIAL MEDIA PORTFOLIO
NAME	: NUR SYAMIMI IZZATI BINTI SUDIN (2019348337)
LECTURER	: MRS.NORLIZA BINTI SAIFUL BAHRY

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EXECUTIVE SUMMARY

Che Yam Kitchen is a business focus sell Roti Jala and Cakes only. This business is home-made business by Nur Syamimi Izzati Bt Sudin. The main goals of this business are to offer a fresh baked and cooked from the kitchen and serves customers premium ingredients only.

The business offers a various Cakes such as Gula Hangus Cake, Orange Cake, Blueberry Cheese Cake Bars, Brownies and Roti Jala. Now they have a new cake, Sweet Marble Cake. Based on the customers review our Cakes and Roti Jala is highly taste and can increase their appetite as well as our Cakes and Roti Jala different between other business because our recipe has a secret ingredient. To improve our Cakes and Roti Jala we always make sure all the product is fresh, we do a Research and Development (R&D), followed our recipe, and standard procedure. The price offers also is affordable with the quantity and quality offered.

Since our business is home-made, Che Yam Kitchen always make sure meet customer requests and satisfaction. The business hope be able to expand and able to go far in this field as well as compete healthily with other competitors in the market.

2.0 Introduction of Business

2.1 Name and Address of Business



Che Yam Kitchen is a home-based business that sell the cakes and Roti Jala. The location of the business at Taman Perkasa, Hulu Langat, Selangor. This business starting sell the Gula Hangus Cake that be their signature cake until now and then they sell the three (3) variation of Roti Jala such as Roti Jala Kari Ayam, Roti Jala Pandan and Roti Jala Chocolate and the other cakes which is Gula Hangus Cake, Blueberry Cheese Cake Bars, Classic Banana Cake, Orange Cake, Brownies and Sweet Marble Cake (new product). The cakes and Roti Jala are freshly baked and cooked from their kitchen which is they taking order every day for their customers.

Company Information

Name of business	: Che Yam Kitchen
Business Address	: M18-G-08 Taman Perkasa Fasa 2, 43100 Hulu Langat Selangor
Owner	: Nur Syamimi Izzati Binti Sudin
Type of business	: Sole Proprietorship
Email address	: izzati.business97@gmail.com
Tel. No	: 017-3521890
Social Media Platform	: Facebook page: Che Yam Kitchen Instagram: Che Yam Kitchen
Main Activities	: Sell Cakes and Roti Jala