



اَوْبُوْرَسِيْتِي تِيكُوْ لُوْ كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO



Breadpop

ENT 530

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EXECUTIVE SUMMARY

Breadpop Sdn Bhd is a business selling and producing bread to customers around Kuantan with the tagline delish-to-go. This business started to operate on 18 October 2020 and located at No. 9 Bandar Damansara Kuantan, Pahang. Kuantan is selected as the distribution place because it is near Gambang and Kemaman and the strategic location also can give us an opportunity to grow and market our product there. A big population of society in that area also being targeted because working people might want something simple and fast to eat before and after back from works. All of the production processes starting from kneading the dough until the baking process will be performed at that address.

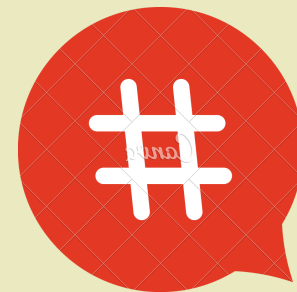
The business offers a wide variety combination of unique flavours to the customers at affordable prices and the bread is baked daily in order to ensure the freshness of the bread. Apart from that, the business also produces gluten-free bread for those who have a wheat allergy. The customers can purchase the product by either order online or walk-in to the shop. We will send the bread straight to the customers and the customers will receive their bread within time. I also build a Facebook page for this product as one of the marketing strategies to promote and market the product to the consumers. The Facebook page will help the Breadpop brand become more recognized among people around Kuantan.

There are two workers to help the owner in operating the business where one of them is the production bakers while the other one is the kitchen helper. All of these workers will take responsibility for running the business according to their stated duties. The business vision is to become one of the largest food industry in Asia by opening branches all over countries and collaborating with cafes all over Asia while the business mission to satisfy the customer's order and demand by producing and selling a halal certified bread to the customers and serves the customers with high-quality ingredients bread.

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INTRODUCTION OF BUSINESSES



TAGLINE

Delish-to-go



EMAIL

breadpop1999@gmail.com

**NAME OF
BUSINESS**



Breadpop. Sdn. Bhd
(The name stands for Bread
and Pop which means boom)

**BUSINESS
ADDRESS**

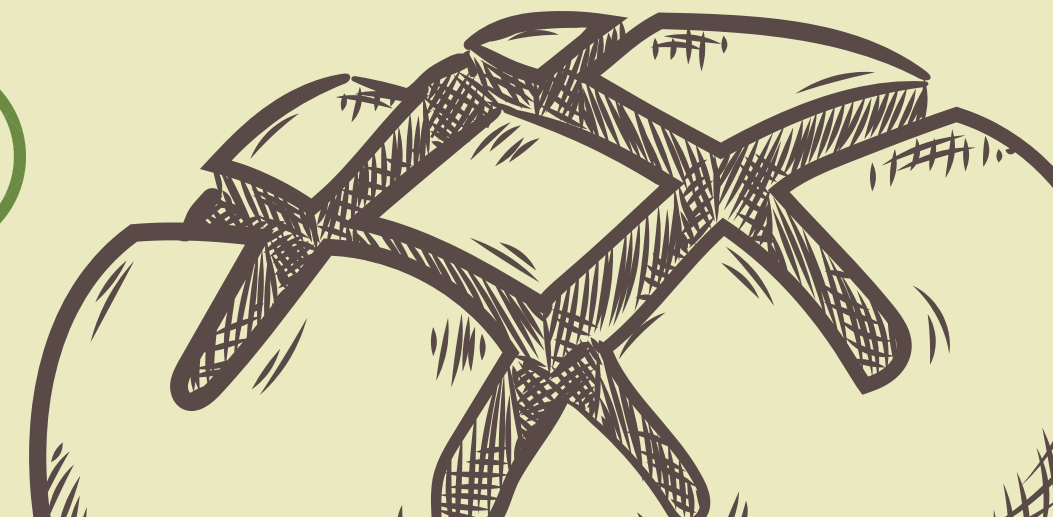


No. 9 Bandar Damansara,
26100 Kuantan, Pahang

**TELEPHONE
NUMBER**



011-32302843



INTRODUCTION OF BUSINESSES



MAIN ACTIVITIES

Producing and selling bread



NAME OF BANK

CIMB Bank

FORM OF BUSINESS

Sole Proprietorship



DATE OF COMMENCEMENT

18 October 2020



BANK ACCOUNT NUMBER

7825050899

