



اَوْنُوْزِ سَبِيْتِي تَتِيكُوْ لُوْ كِيْنِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS AND MANAGEMENT  
BACHELORS IN BUSINESS ADMINISTRATION (HONS.)  
HUMAN RESOURCES MANAGEMENT

PRINCIPLE OF ENTREPRENEURSHIP: ENT530

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INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA  
GROUP: NBH6A

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## 1.0 ACKNOWLEDGEMENT

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*Thank you very much and Alhamdullillah.*

## 2.0 EXECUTIVE SUMMARY

Sweet Sprinkles Bakery provides foods in the category of dessert, cakes, pastry, puff and any others product related in bakery industry are more likely to meet the standard customer needs and demand. This is because of the product that we served to the customers is mostly the latest, updated with variety of flavor, variety types of bread and pastry, variety types of puff and to serve the preferences of the customers. The uniqueness of our products is the ingredients and innovation flavor of our cream puff, where is customers out there won't be able to get from other bakery out there. Obviously, all the ingredients that we used is from the premium product and brand just to make sure the results that our customers will receive are the best in taste of premium product and quality.

Sweet Sprinkles bakery products are obviously from sweet food or dessert lovers. The food product that we served is suitable at any level of age, from the kids, teenager and adults. This is because, the level of sweetness that we provide in each of our products is the level of sweetness that all age groups can consume and give it a very balanced and delicious taste. Besides that, Sweet Sprinkles Bakery is also beneficial to be compared to others competitors out there is because of the variety of flavor that we provide for our one of main product is Creampuff with innovation flavor, come out from the ideas of *Kuih Traditional* taste and also Malaysian favorite drinks. It is known as *Onde-Onde Gula Melaka* and *Ais Bandung*.

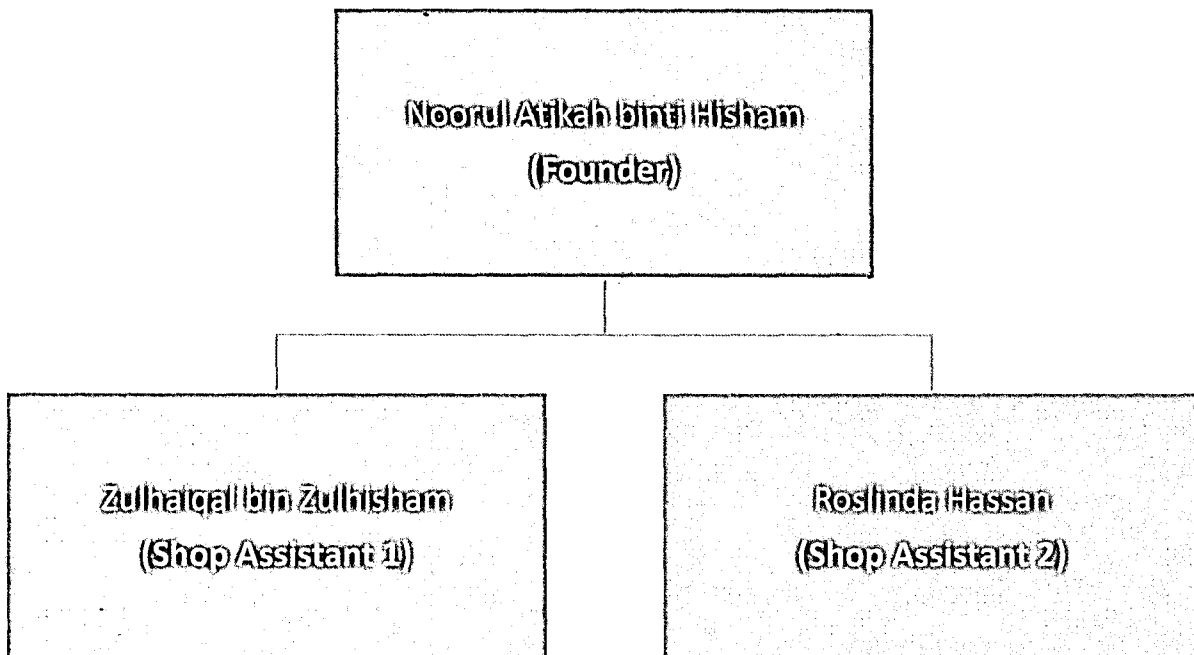
The management of Sweet Sprinkles Bakery consists of 3 (three) important people, myself Noorul Atikah binti Hisham act as owner or founder of the Sweet Sprinkles Bakery, followed by my number 1 (one) assistant Zulhaiqal bin Zulkhisham Aizuddin and my number 2 (two) assistant is Roslinda Hassan which is an important part of baking or making our product. Besides that, I also created facebook page which acts as a key platform in promoting our products to make them more recognizable to the community out there. Also, the facebook page that we created is our first step in expanding my business through social media and to marketing this product more widely. From this facebook page, help me a lot in let people know about my product with the product information provided from our management. Starting from the picture, ingredients, flavor and price.

### 3.0 INTRODUCTION OF BUSINESS

#### 3.1 NAME AND ADDRESS OF BUSINESS

- **Name of Business** : Sweet Sprinkles
- **Nature of Business** : Bakery and pastry products
- **Location of Business** : No. 5 Jalan Cengal, Taman Impian Ehsan  
43300 Seri Kembangan, Selangor Darul Ehsan

#### 4.0 ORGANIZATIONAL CHART



#### 5.0 VISION AND MISSION

**5.1 Vision** : To be the top choice halal bakery with affordable prices in Malaysia.

**5.2 Mission** : To offer halal, high quality, and healthy bakery and pastry with premium ingredients at competitive prices to meet the demand of customers.

Aims to offer our end-products at competitive prices to meet the demand of customers. We seek a fair and reasonable profit-margin, to ensure maintaining a healthy standard and a profitable future growth.