



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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TEKNOLOGI
MARA

**INDIVIDUAL ASSIGNMENT
SOCIAL MEDIA PORTFOLIO**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION
(HONS) FINANCE**

SEMESTER : 3

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ACKNOWLEDGEMENT

In the name of Allah, the most beneficent and merciful, who provide me with good health and knowledge to accomplish this report. This report is a task given to me in the subject ENT530: Principles of Entrepreneurship. A great opportunity has been given to me as an entrepreneur student to study real-life entrepreneur business. I have gotten a lot of help from others apart from the internet.

First and foremost, I would like to express my gratitude to lecturer, Madam Siti Zaitun Binti Saddam, who guides me in reviewing the business and also gives moral support in different matters regarding the subject. I learn a lot through this assignment as it exposes me on business operation and management. To my family, I would like to thank them due to their understanding and cooperation in lending their hand in accomplishing the report.

At last, I am very grateful to finally complete the report given even though there are some obstacles along the way, Alhamdulillah. Gratitude towards all class members for actively giving supports and helps in accomplishing tasks given.

EXECUTIVE SUMMARY

The Basque Bites is a local business established in early 2021. It is an online business promoted and marketed through an online platform, Facebook.

The name is chosen in order to signify the product's taste and texture. The word *basque* were originated in 1990 in Spain. It is called *basque* which means burnt cheesecake because of its iconic rich dark surface. The Basque Bites provides a sweet and delicious dessert suits for breakfast, teatime or even for special occasions like birthday party or wedding celebration.

The target audience is for all cake and desserts lovers whom enjoy sweet and fluffy cheesecake. The Basque Bites are based in Sentul, Kuala Lumpur and are providing delivery service for Kuala Lumpur and Klang Valley area.

The main problem in the business are the competitors. Since cake business is very common among Malaysian's seller, it is challenging for the business to grow up and expand.

Due to that, the business is introducing many unique and different choices of cake toppings for provide more choices to the customers.

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ii- Introduction on Business

a) Name and Address of Business

The name of the business is The Basque Bites. The name is chosen in order to signify the product's taste and texture. The word *basque* were originated in 1990 in Spain. It is called *basque* which means burnt cheesecake because of its iconic rich dark surface. Unlike other cheesecake, a *basque* cheesecake does not have a crust. The burnt cheesecake is baked fast in high temperature. This high temperature forms a caramelized exterior that serves as a natural crust for the cheesecake. The Basque Bites provides a sweet and delicious dessert suits for breakfast, teatime or even for special occasions like birthday party or wedding celebration.

The Basque Bites is a local business established in early 2021. The products are promoted and marketed through an online platform, Facebook. The business is located at No. 2 Jalan 16/28 Taman Pelangi, Sentul Kuala Lumpur. Orders can be made by customers through our Facebook page direct message or our contact number.

b) Organizational Chart

