



اَوْنَبُوْ سَيِّتِي تَيَكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA
FACULTY OF BUSINESS MANAGEMENT

ENT 530
PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO : FLORENTINE COOKIES by DK'S BAKERY

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ACKNOWLEDGEMENT

First and foremost, I'd want to express my heartfelt gratitude to Allah SWT for allowing me to successfully complete my social media portfolio report because to His guidance and blessings.

Then, I'd like to thank University Technology Mara (UiTM) campus Puncak Alam, Selangor for providing me with the opportunity to work on this project.

Next, I'd like to express my heartfelt gratitude to Madam Rahayu Binti Hasanordin, our Principles of Entrepreneurship (ENT530) lecturer, for providing us with this opportunity to complete this project assignment as well as for providing me with continuous great support and guidance throughout the semester.

Also, my heartfelt gratitude to my family, who did everything they could to assist me by providing me with a lot of encouragement, especially during the Covid-19 pandemic. Thank you also for providing me with financial assistance from the beginning to the finish of my project assignment. Not to forget all of my friends who have helped me and shared their knowledge to me through this whole semester.

Finally, I'd want to express my gratitude to everyone who has been involved and contributed directly or indirectly in my assignment project, as they have demonstrated their effort and initiative in assisting me in successfully completing this social media portfolio report.

EXCECUTIVE SUMMARY

Dk's Bakery is the name of our business. The main products of Dk's Bakery are Florentine Cookies, which come in two flavours: Original Florentine Cookies and Chocolate Florentine Cookies. The major goal of the company is to provide excellent Florentine Cookies to our consumers at a reasonable price with a luxury taste and crunchy nuts.

Our company was started on April 13th, 2021. Our product had a terrific taste, according to consumer feedback, and because of the crunchiness, our customers will remember it. Many people prefer this product because it is inexpensive and easy to find. This is owing to the expensive expense of producing Florentine Cookies, which makes them difficult to get commercially. As a result, our report covers good data for continuing to sell to our customers.

Since the beginning of its operation. Dk's Bakery's Florentine Cookies were marketed in more than 60 bottles, each with a different flavour. Increased demand for our items also translates to a solid profit margin for our company enterprise. As a result, our Florentine Cookies are a good commercial product of choice that may be expanded into a variety of industries as the company grows.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business

Florentine Cookies by Dk's Bakery is the name of our company, which was chosen based on our major products. The combination of these terms informs our clients that our Bakery's main product is a variety of Florentine Cookies. Our company tagline is "A Moment Full of Crunchiness," which demonstrates the value of our cookies when you wish to eat crunchy yet healthy snacks. In terms of our target market, we want our Florentine Cookies to be sold to everyone, regardless of age, because our snacks are suitable for everyone, including children and the elderly.



Figure 1.2 Florentine Cookies by Dk's Bakery Logo

NAME OF BUSINESS	Dk's Bakery
BUSINESS ADDRESS	
CORRESPONDING ADDRESS	dksyuhada@gmail.com
TELEPHONE NUMBER	+60172145467
FORM OF BUSINESS	Sole Proprietorship
MAIN ACTIVITIES	Retail Sale of food product
DATE OF COMMENCEMENT	12 th April 2021
DATE OF REGISTRATION	13 th April 2021
NAME OF BANK	Bank Islam Berhad
BANK ACCOUNT NUMBER	

Table 1.1 Dk's Bakery Business Information