



اَوْنِفَرَسِيَّتِي تَيْكُونُو لَوِي مَارَا

UNIVERSITI TEKNOLOGI MARA

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BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
HUMAN RESOURCES MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN SELANGOR
KAMPUS PUNCAK ALAM**

ENT530: SMP (SOCIAL MEDIA PORTFOLIO)

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EXECUTIVE SUMMARY

“Cookies made of butter and love” is the motto of Bakybaked. The main objective is to create a whole new level type of cookies that suitable to eat by Malaysians and also for our foreign customer. By doing this, our cookies can penetrate the cookies as the consuming trend not only by the Malaysian customer but also suitable for everyone that loves homemade cookies.

Bakybaked want to establish a larger customer base, and also concentrate the business market in local resident. Which it will dominate the targeted market, this plan can establish a healthy, consistent profit, revenue base to ensure the stability of its business. Bakybaked is a freshly bake cookies at all time during the operation or preparing the cookies for the customer to ensure the freshness and to assure the good taste of the cookies at all the time.

Bakybaked was started on 28th December 2019. According to the customer review, our cookies gave the delicious taste of it because of the freshness of daily baked cookies make our customer addicted to the taste of the cookies. These cookies be the favourite cookies of our customer because of the reasonable price and also the taste of the cookies make them buying it regularly. Lastly, Bakybaked is a marketable product of choice that can the expanded to many different places as the business keep growing and operating.

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2.0 INTRODUCTION

2.1 Name and address of business.

Name of the company, the name given for my company is “Bakybaked” is the extraction from the word baking and I turn it into “Baky” to make it catchier and attractive for our customer, and the “baked” is the combination word for “Baky” and it turns to “Bakybaked”. Nature of business, the business based in homemade cookies, with our own recipe and we have elaborate itself and we do our own R&D to make sure we produce the best cookies for our lovely customer. For the Industry Profile, Bakybaked is a company that actively established and own by the Sole Proprietorship, located in, No 5 Sempadan Sawah Tali Air 11 Pasir Panjang, 45400, Sekinchan, Selangor. Date of beginning the business on 28th December 2019. Factors selecting proposed business, I chose this food business is because I want everyone to try our delicious cookies and to challenge myself to venture in something new. For future prospects of business, I hope to have a larger processing plan for my business and open several branches in other states in Malaysia and overseas. In addition, as for our targeted customer, Bakybaked targeting all customer as our cookies are suitable for everyone that love to eat and having cookies.