

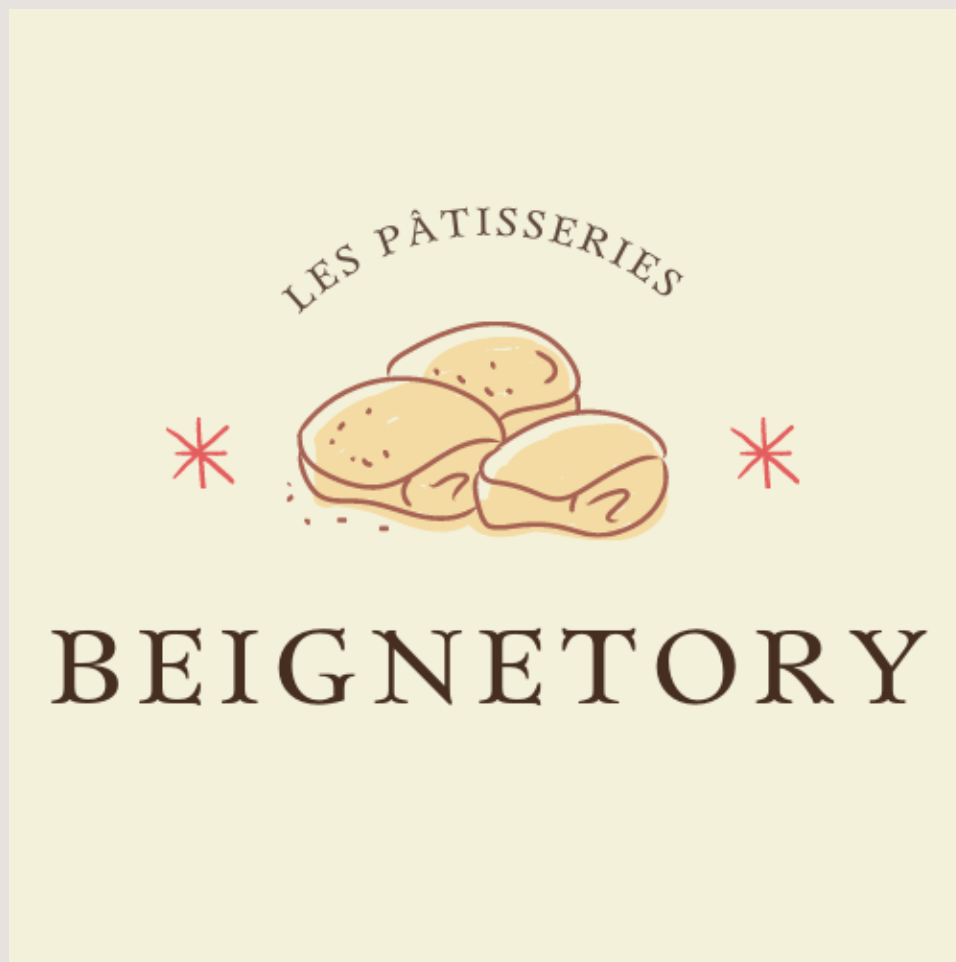


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UNIVERSITI  
TEKNOLOGI  
MARA

SOCIAL MEDIA

# PORTFOLIO

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)



## BEIGNETORY

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# ACKNOWLEDGEMENT



Bismillahirrahmanirrahim.

First and foremost, all praises to Allah, the Almighty for His blessings, time and energy given for me to complete my task which is Social Media Portfolio successfully. I would also like to express my deepest gratitude to Madam Shahrulliza Muhammad for giving me the opportunity to complete this portfolio. I might not have completed the task without her guidance and advice. She has also taught me on ways to use the internet and social medias as a booster to the business.

I would also like to thank my parents for the unconditional love, support and comfort that they have provided to me in order to complete this task. Their prayers and sacrifices are what keep me going.

Not to forget my friends and course mates that have directly or indirectly helped and encouraged me to complete this portfolio. Without all the supports from the people I mentioned, I might not have been able to complete this social media portfolio.



# EXECUTIVE SUMMARY



Beignetory is a Kuala Lumpur based business which specializes in pastries and are currently focusing on selling beignets. Beignetory discovered beignets to not be a common pastries among the Malaysians. Hence, it is why the business focuses more on beignets to grab the opportunity of being some of the sellers that provide beignets to the customers.

Beignets are commonly known in New Orleans and is usually serve as breakfast. It has a soft and pillowy texture with powdered sugar on top. It should be prepared right before consumption as it is best eaten fresh and hot.

However, Beignetory has a little twist to its beignets. Currently, we have 2 fillings for our beignets which are Nutella and Cream Cheese. The targeted customers are obviously those with sweet tooth. We also have Plain Beignets to those who like their beignets not to sweet as it does not have any fillings, just powdered sugar on top.

In Beignetory, we prepare our food based on demand from customers and we provide delivery services as well. Due to the current Movement Control Order (MCO), most of the customers requested for their orders to be delivered to their doorstep instead of choosing for a pick up method. Beignetory page on Facebook has been created in order to boost our marketing and to widen our reach to potential customers. We hope all of our hard works and dedication to this business will be paid off.



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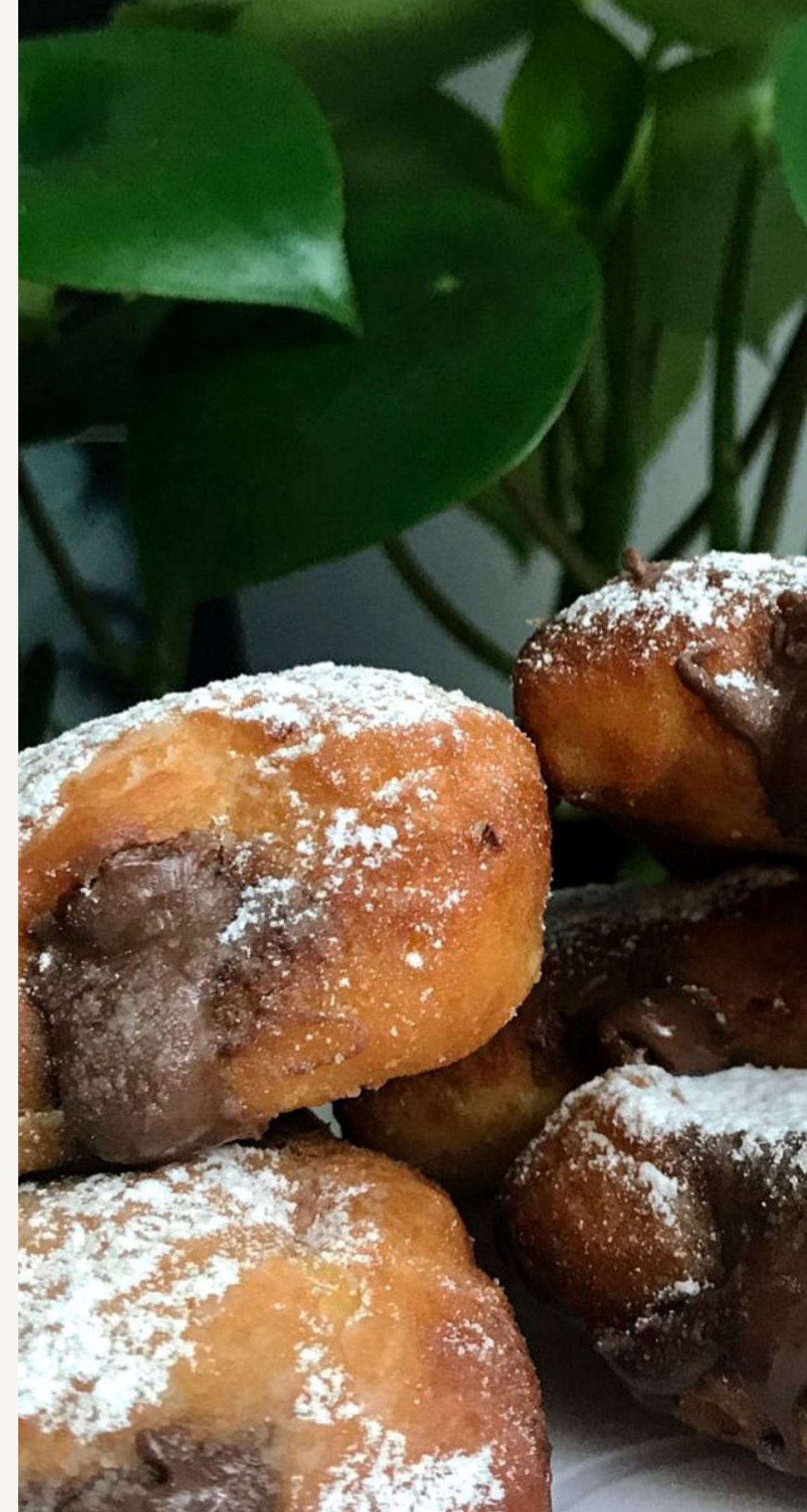
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# INTRODUCTION OF BUSINESS

**NAME:** Beignetory

**TAGLINE:** Les Pâtisseries

**BUSINESS ADDRESS:** No 16, Jln 13/1, Kg Melayu Kepong, 52100 Kuala Lumpur.

**E-MAIL:** beignetory@gmail.com

**TEL. NUMBER:** 019-2604928

**FORM OF BUSINESS:** Proprietorship

**MAIN ACTIVITY:** Food & Beverages

**DATE OF COMMENCEMENT:** 7 April 2021



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Bank Information