



اَوْبُوْرُ سَيِّتِيْ تَيْكُوْلُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

Faculty of Accountancy

Principle of Entrepreneurship (ENT530)

CRUMBLE & FLAKE

Prepared by:

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Submitted to:

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ACKNOWLEDGMENT

Alhamdulillah, firstly I would like to express my gratitude to God for allowing me to finish this assignment with ease. My completion with this portfolio could not have been accomplished without the support and advice of my fellow classmates.

Besides that, deepest and sincerest appreciation to Puan Nur Shahrulliza Muhamad for her assistance to make sure this task is done properly. I am truly grateful and privileged to be able to seek guidance from her as her aid and advice are really helpful for this assignment.

I should not forget our friends and families who gives endless support and advice during this process of doing my assignment perfectly.

EXECUTIVE SUMMARY

Crumble & Flake is a start-up business in 2021 during the pandemic COVID-19, involved in the food industry which specializes in baking and delivering pies to the doorstep. The company discovered that this type of pastry is highly demanded in Malaysia since there is very little business offering such delicacies.

Crumble & Flake is located in Selangor and is home-based, where the owner worked as the sole baker and the runner of the business. According to social media, people with sweet teeth are increasing and this type of food trend is buzzworthy. Hence, these people are the target market of the business.

The business offers a variety of pie flavors such as Apple Pie, Blueberry Pie and Chicken & Mushroom Pie and customers are given option to order pies to their liking as the business introduces new flavors every week.

It is a chance to grab the opportunity to earn extra profit during this pandemic through Facebook as the usage of this media has soared. Commitment and dedication will be delivered in order to achieve the business' mission and vision. Hence, extending the business to possible branches across the nation.

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Name:

Crumble & Flake

Address:

No. 1, Lorong 17/2, Jalan
Sempadan Batu 7, Kampung
Sijangkang, 42500, Telok Panglima
Garang, Selangor.

Tagline:

In Pie We Crust

E-mail

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Telephone:

011-55098551

Form of Business:

Sole Proprietorship

Main Activity:

Food and Beverages

Date of Commencement:

10 April 2021



CRUMBLE
& FLAKE

A hanging lantern with a grid pattern, casting a light on a pie. The pie is round and golden-brown, with a green border. The text "CRUMBLE & FLAKE" is written in a circular arrangement around the pie.