



اَبُو سَيِّدِي تَيْكُونُ لَوِيحِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLE OF ENTREPRENEURSHIP
ENT530**

**SOCIAL MEDIA PORTFOLIO
(BLOOMSBYNFI)**



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EXECUTIVE SUMMARY

The business that I have created to sale a product based on food and services. The main objectives that I want to achieve for the business is to offer variety of food and dessert that can make people satisfied and happy with our products from all over Malaysia and hoping that one day will go more further in the future.

This business was started on 24th November 2020. Our business offer with affordable price to our customer by giving them a different flavour with different range of prices. There are many people that sell food and dessert in social media platform. We want to sell our product that people can buy and afford and taste the differences between other desserts.

The name of the business was chosen because it easy to remember and simple for everyone to reads it.

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2.0 Introduction of Business

2.1. Name and Address of Business

BLOOMSBYNFI is a business name of my business that have been decided based on my name which is 'NFI' stand for 'Nurul Farisya Irwayu' and blooms is taken from the word flower. The purpose when choosing this name is because I want people to remember and recognized our businesses. In addition, by using a part of my name into the company name it might look human identities and authentic. Bloomsbynfi is targeting customer from all ages who like the sweetness and crunchiness of our cookies.



Figure 1.2 BLOOMSBYNFI Official Logo