



اَوْنِيُوْرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO



CIK ANI'S BAKERY

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ACKNOWLEDGMENT

First, I would like to thank Allah for his blessing and guide me to work on the right path in life. Without his grace, this portfolio might be not perfect. This portfolio is a task given to us in the subject of ENT530: Principles of Entrepreneurship.

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I would like to thanks all my classmates and all my friend who keep supporting and helping me in doing this portfolio. Not forget who involved and contributed directly or indirectly to my portfolio project as they been shown their effort and initiative until I can complete this individual portfolio report successfully.

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EXECUTIVE SUMMARY

Cik Ani's Bakery is a home-based bakery that focuses on trendy pudding cakes and tasty ones at affordable prices. This business is owned by my mother, Rohani Binti Yahaya since 2010 at our home in Kemaman, Terengganu. Our goal is to be a neighborhood-friendly bakery that offers premium and high-quality products at a reasonable price that everyone can afford to buy for themselves or their loved ones. Our products do not focus on one flavor only but with five different flavors that make people excited to try it.

Besides, our business is based on the online platform only on Facebook. We do not serve many pudding cakes every day except for customers who make early bookings. The best part is our products are freshly baked at that time because we want to make sure that customers received the highest quality of our products. This business was run since 11 years ago that managed by Cik Ani, who was a housewife and follows her hobby that loves to bake many types of cakes and pastries include various types of bread.

Since nowadays there are many competitors in the food industry and the number of bakeries that produced high-quality cakes and pastries also increased. This makes us compete vigorously in the market. To provide the finest customer service, we will make client pleasure our number one priority. Our product will attract families, parents, teenagers, and students as it is affordable and customizable for them to write something at the pudding cakes with a small fee. This pudding cake can serve as for birthdays, engagements, picnics, anniversaries, and many more. We focus on online business because many people love to purchase something including food on social media.

Our online business on the Facebook platform has started this year and Instagram on last year. We will guarantee that our product extends into additional areas and that our present product range is varied.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of the business

Cik Ani's Bakery is a business name that had decided based on the owner names. The name of the owner is Rohani Binti Yahaya and known as Cik Ani. The combination of name and home-based bakery is to make people know who is making the products and what the products that she sells.



Figure 1 shows Cik Ani's Bakery Logo

Name of the Business	Cik Ani's Bakery
Business Address	PT 5999, Taman Intan, Jalan Kuantan-Kuala Terengganu 24000 Kemaman, Terengganu
Websites	https://www.facebook.com/cikanibakerybyatynnaa
Contact Number	019-9367570
Form of the Business	Sole Proprietorship
Main Activities	Retails sale of food products
Date of Commencement	21 st March 2021

Table 1: Business Information