





Frenchy F&B at the "Penyayang Charity Fun Run & SUKANEKO 2024" and Entrepreneurship Expo 2024

By Seng Hui Zanne, Muhammad Usamah Mohd Ridzuan

& Nor Farawahidah Mohd Khamis

The Penyayang Club, the Department of Research. Industrial Linkages, Community & Alumni Networking (PJIM&A), and the Malaysian Academy of SME & Entrepreneurship Development (MASMED), Universiti Teknologi MARA Cawangan Pulau Pinang organised the "Penyayang Charity Fun * Run SUKANEKO 2024" on 18 May 2024 and also the Entrepreneurship Expo 2024 for two days beginning 17 May 2024. The French Language Club participated in the Entrepreneurship Expo 2024 on 18 May 2024 from 8 am to 6 pm. To meet the wishes of the club members who are mostly culinary and pastry arts students, a sale activity was carried out. This activity livened up the charity run program organised by the Penyayang Club on the same day.







The day of the Entrepreneurship Expo arrived with much anticipation and excitement. The menu featured classic crepe fillings such as chocolate hazelnut and banana. Each crepe was made to order, ensuring freshness and allowing customers to customise their selections. Participating in the Entrepreneurship Expo was not just about selling delicious food but also served as a valuable experience. The positive learning feedback and enthusiastic responses from customers were incredibly rewarding.

In the weeks leading up to the expo, the French Language Club committee members began the sale activity by naming the booth 'Frenchy F&B' and selecting the perfect menu items that represent French cuisine. Crepe and sandwich were chosen due to their versatility and universal appeal. The members worked together to perfect their crepe-making skills. In addition, a Malaysian drink, Bandung Soda, was added to the menu to create a sense of cultural exchange.

Moreover, the financial aspect of the activity provided invaluable insights into managing a small business. The committee members kept track of expenses, sales, and profits, gaining a better understanding of budgeting and financial planning. On the whole, It was a memorable experience, and the club members look forward to participating in future events, armed with practical knowledge and skills.