



اَوْنِيُوْرْسِيْتِي تِي كِنُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**SOCIAL MEDIA PORTFOLIO**

**FACULTY: FACULTY OF ACCOUNTANCY**

**BUSINESS NAME: CHOC RECTANGLE CAKE**

**NAME:**

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**STUDENT ID:**

**2018660804**

**GROUP:**

**AC2203N**

**LECTERUR'S NAME:**

**SIR MOHAMMAD ZAIM BIN MOHD SALLEH**

**SUBMISSION DATE:**

**22 NOVEMBER 2019**

## **Acknowledgement**

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Lastly, my thanks and appreciations also go to my classmates for give me a big support in developing this project. I also would like to thank to people who directly or indirectly help me to this social media portfolio. I hope this project can help me to know better the business world and encourage me to doing the business in the future.

## **Executive Summary**

We start commence our business at September 2019. Choc Rectangle Cake is offering a delicious chocolate moist cake in different shape which is in bar shape. This cake also has a large portion to consume and will give a wonderful satisfaction to customer.

Since Choc Rectangle cake are made of chocolate, it is less sweet taste. It is suitable for customer who prefer less sweeten food. Our cake is sold in transparent plastic cake container. Hence, the customer can easily know our product is in good condition or not.

Our target market is the students and lecturers of Uitm Puncak Alam. With their busy schedules which do not have time to go to the cafe for having a lunch or dinner, Choc Rectangle Cake is the perfect food for them. Since our cake is in big size, it is perfectly for them to eating that for substitute it with heavy meals. Moreover, we also sell it to resident of house residential in area Batu Caves. The cake is perfectly suitable for eating together with whole family and it is popular among customer to serve the cake in any event such as food feast, school banquet and thanksgiving ceremony.

Furthermore, we provide free delivery service to our customer in Uitm Puncak Alam. We can make delivery in front of their house and where ever they want. However, in area Batu Caves, we charged RM 1 for each delivery to their house.

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## ii. INTRODUCTION OF BUSINESS

### NAME AND ADDRESS OF BUSINESS

**Name of Business:** Choc Rectangle Cake

**Address of Business:** A-09-11, Jalan SM 1/1, Selayang Mulia,  
68100 Batu Caves, Selangor Darul Ehsan.

### ORGANIZATIONAL CHART

