



اُنِيُوْ تِيْكْنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS)
BA232

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



SOCIAL MEDIA PORTFOLIO:
NAZZY.CAKES

PREPARED BY:
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MATRIC NO:
2020996543

CLASS:
M1BA232 3C

PREPARED FOR:
MADAM RAHAYU BINTI HASAN

SUBMISSION DATE:
22 JANUARY 2021

EXECUTIVE SUMMARY

A new café that is slowly getting recognition from the people, Nazzy Cakes is owned by Nornazirah Binti Kamarudin. Nazzy Cakes was the given name for the company that specializes in producing tasty desserts. We aim to produce mouth-watering desserts that will manage to capture the heart of our customers. We are planning to work on coming up with various types of unique desserts, first in Malaysia.

Our business began in early January 2020. Nazzy Cakes has the potential for fast growth, and the first three years will be spent on building financial stability and rising market share. Our business will also run every day of the week. After starting operations, the company will explore the possibility of putting this product in every retail store in Malaysia. Our desserts start became the demand of many people since we are using social media platforms such as Facebook to attract online customers and generate more sales at once.

Since early of this opening, Nazzy Cakes have received bookings of 15 people in a day with a different dessert that Nazzy Cakes provided. According to the customer review, our dessert gave a unique taste because of the secret recipes from Nazzy Cakes that make our customer remembered the taste. Increasing demands for our customer due to the cheap and affordable price that has been given. Hence, this dessert provides a good insight for the continuation of sale to our customers.

We are proud to share that our dessert menu is the only sole unique dessert that can never be found elsewhere. Furthermore, all the ingredients used to prepare the desserts are freshly home-baked and we only use the premium ingredient. Last but not least, the main power of Nazzy Cakes, the staff are all hardworking and very talented. We are proud to say that we have a very strong team bonding and we always strive to improve our dessert day by day.

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Nornazirah binti Kamarudin

Personal Information

Name	: Nornazirah binti Kamarudin	Phone/Mobile	: 0127785384	Edit
New Identity Card No.	: 990220017644	Home Address	: NO 10 Jalan Meranti 5 Taman Sri Pulai	
Email Address	: nornazirah99@gmail.com	District	: Skudai	
City	: Johor Bahru	Postcode	: 81300	
State	: Johor	Personal Instagram	: null	
Personal Facebook	: https://www.facebook.com/Nazzy.Cakess	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

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Nornazirah binti Kamarudin

Institution Information
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UITM Melaka Kampus Bandaraya Melaka - BBA OFFICE MANAGEMENT

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	Edit Delete
State of Institution	: Melaka	Name of Institution	: UITM Melaka Kampus Bandaraya Melaka	
Address of Institution	: UITM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	: Bandaraya Melaka	
District of Institution	: Melaka Tengah	Postcode	: 75300	
Level of Study	: Bachelor Degree	Study Status	: Full time	
Course Name	: BBA OFFICE MANAGEMENT	Class Name	: M1BA2323C	
Subject Name	: ENT530	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 3	Lecturer Name	: Rahayu Hasan	
Internship Enrollment	: No	Year Of Internship Enrollment	: null	
Month of Internship Enrollment	: null	Period of Internship Training	: null	
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 7	
Related To Study Field	: Yes			

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Nornazirah binti Kamarudin

Business Profile

Company Name	: Nazzy Cakes	Company Registration No.	: null	Edit
Type Of Business	: Enterprise	Business Role	: Product Owner	
Facebook Page	: https://www.facebook.com/Nazzy.Cakess	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	: null	Business Instagram Page	: null	
Marketplace	: Others	Business Website	: https://www.facebook.com/Nazzy.Cakess	
Business Related to Your Study Field	: Yes	Type Of Website	: eCommerce Platform	
		Experience in International Export	: No	

1.1 NAME AND ADDRESS OF BUSINESS



Figure 1: Nazyzy Cake's Logo

Nazyzy Cakes which stands for our president nickname that was given name for our company that specialize in producing tasty desserts. Using a part of the president's name because shows that we are using a secret recipe inspired by our family. The purpose of choosing this name because we can challenge ourselves by creating new recipes and inventing new products to improve sales and customer satisfaction. We can express our ideas by experimenting with different ingredients and incorporating different styles in decorating our products. The slogan that we used in this business is "Freshly Baked Goodness" which shows that honesty in your bakery business is the best policy.

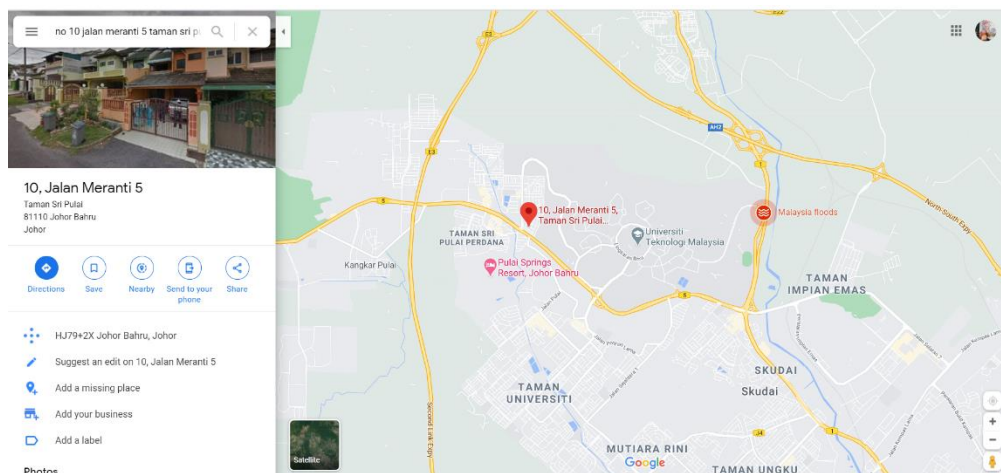


Figure 2: The location of Nazyzy Cakes

Nazyzy Cakes is located at No. 10 Jalan Meranti 5 Taman Sri Pulai 81300, Johor Bahru Johor. The location of our café is a strategic spot as it is located near the university. Nazyzy Cakes is located near Universiti Teknologi Malaysia, Johor. Additionally, the location is placed nearby our retailers and customers. Therefore, we can cut on transportation cost each time we have to deliveries our dessert. We choose a non-complicated location for the benefits of not only us, but we also take our customers and retailers into consideration.