



اُنِيْوَرْسِيْتِيْ تِكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO



DESSERT

UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA
CAMPUS BANDARAYA MELAKA

FACULTY : FACULTY OF BUSINESS AND MANAGEMENT
PROGRAM : BACHELOR IN OFFICE SYSTEM MANAGEMENT
PROGRAM CODE : BA232
COURSE : PRINCIPLE OF ENTREPRENEURSHIP
COURSE CODE : ENT530
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SUBMISSION : 22 JANUARY 2021

EXECUTIVE SUMMARY

Bakers Bite is a partnership company. This company is newly established in Malaysia on 23 March 2019 which has consisted of five members. This company also has been registered under Suruhanjaya Syarikat Malaysia (SSM), in 2018 as company SDN. BHD. On 1 January 2019, we have changed the name of the company from Bakers Bite to Bakers Bite International SDN. BHD. because our Chief Executive Manager has decided to expand the product to the worldwide stage. The start-up of this company only focuses on the cake and biscuit-based product. The five members are Nur Izzatie Izni Binti Shafie, Ezzane Nur Shafiqqa Binti Saidon, Siti Nur Izzati Binti Kamsol, NurHafizah Binti Zulkurnain, and Azra Batrisyia Binti Az'hari. Each member holds a different position in the company which is Chief Executive Officer, Sales and Marketing Manager, Administrative Manager, Operation Manager, and Financial Managers.

The partners have extensive experience and qualifications according to the position. The business capital has amounted to RM10,000, where the capital contribution of each member is RM2,000. The main product that we produce is desserts which are cake and cookies. Our business is located at No 05, Jalan Serangkai 20, Pasir Gudang, Johor. It is a strategic location as it near to the bank, mosque, school, hospital, and house. The tagline of this company is "Every make bite, make you smile" because we were sure when people eat our product which is cake and cookies, they won't regret it. We also ready and accept an order in the biggest number because we have more than 20 staff or employees in this company. The pink of our logo is thought to be a calming color associated with love, kindness, and femininity. The market target of a consumer has come from various types of income levels and range of ages. It is because our product is suitable to sell to every range age even children.

To conclude, in the future, we plan to expand our business by opening many branches around worldwide, open up employment opportunities for communities to work in our company because we want to help people to succeed together and boost brand awareness. We also hope that Bakers Bite can be achieving outstanding demand from consumers.

B. BODY OF REPORT

1.0. GO E-COMMERCE REGISTRATION



Figure 1.0: E-commerce certificate.

2.0. INTRODUCTION OF BUSINESS

2.1. NAME AND ADDRESS OF BUSINESS

The name of this company is Bakers Bite. The name of Bakers Bite because we get an idea from the company bake the product and then customer come to bite the product. The tagline of the product is “Every bite, make you smile” because we are very sure people won’t regret it when eating the product. It’s parallel with our objective which is about the make our consumers happy when they eating our product.

Bakers Bite SDN. BHD. is located at No 5, Jalan Serangkai 20, Taman Bukit Dahlia, 81700, Pasir Gudang, Johor. It is a strategic location because the company is near to the bank, mosque, school, hospital, and house. Figure 2.0. above is shows location area company on google maps.

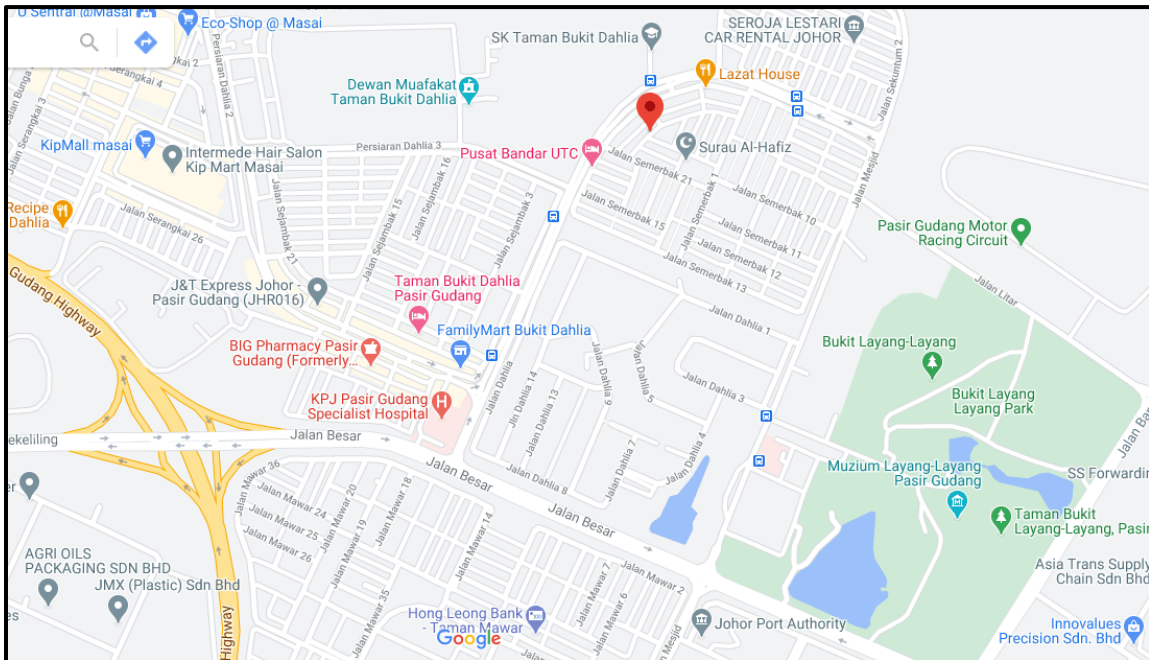


Figure 2.0: Location area company on google maps.

2.2. ORGANIZATIONAL CHART

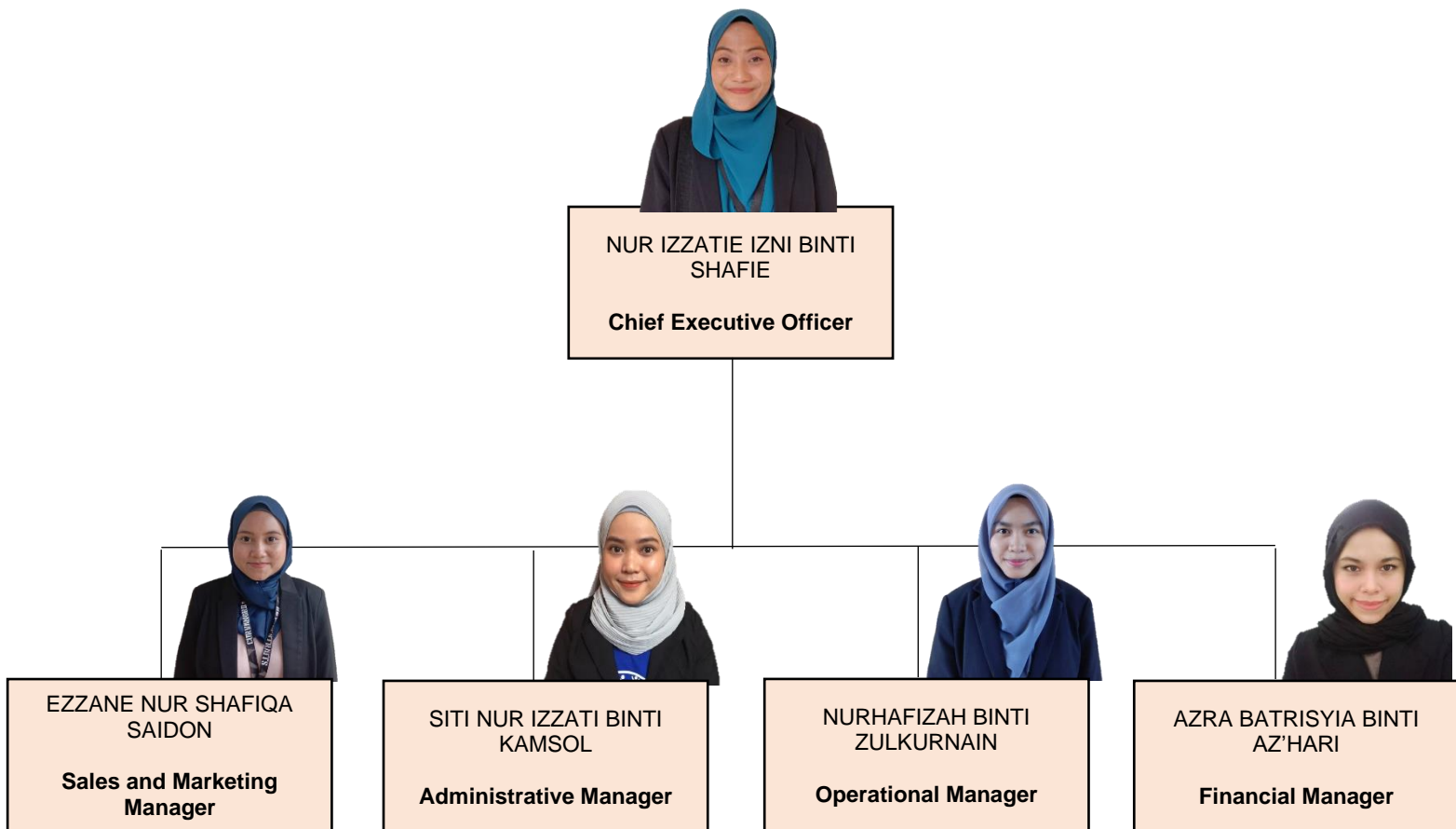


Figure 3.0: the organizational chart in Bakers Bite

2.3. MISSION AND VISION

The mission of Bakers Bite company is “A chosen delivery mechanism focused on a network with a stable and reliable infrastructure to help people boost their socio-economic status so that they can encourage others”.

While there is four vision of this company which is:

1. Using an agent and drop ship programs to extend business networks in Malaysia
2. Provides more goods of good quality and is in high demand in today's market
3. Providing dealers with preparation and advice to ensure that they are professional and effective in making sales
4. Ensure the cleanliness is still preserved throughout the job process