



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

**UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN MELAKA  
KAMPUS BANDARAYA MELAKA**

**SOCIAL MEDIA PORTFOLIO**



**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**FACULTY & PROGRAMME** : BA242 - Bachelor of Business Administration  
(Hons) Finance

**SEMESTER** : October 2020 – February 2021

**NAME** : Aliff Husairy Bin Abdul Halim

**STUDENT ID** : 2020611702

**GROUP** : BA242 2B

**LECTURER** : Madam Wan Hasmah binti Wan Hasan

## **EXECUTIVE SUMMARY**

Brulee Recette Sdn.Bhd is a business that sells a popular French dessert for customers, which is known as Crème Brulee. Our business offers our homemade custard which compliments the taste of one of the most delicious and creamiest desserts that contains a rich custard base at the bottom and a layer of hardened caramelized sugar at the top. We decide to introduce Crème Brulee because it is less popular in the commercial market, particularly in the country of Malaysia.

Across the state in Malaysia, particularly Brulee Recette Sdn.Bhd business has shown an increase of growth over the year. Malaysia is a country that many people are unable to find French cuisine or desserts especially in village area, it causes difficulties of people in meeting their needs of variety types of sweets. Our clients are people of many ages from all walks of life who are curious and ambitious in trying our product as Brulee Recette offers an unknown dessert in the business market. Therefore, our business chooses to move into selling a well-known French dessert called Crème Brulee. We also provide our customers with cheap and fair rates, as most of the population in Malaysia came from an average-income family.

The management of Brulee Recette Sdn. Bhd. consists only one owner, Aliff Husairy bin Abdul Halim. Owner will take the all the responsibility consisting the role as financial, marketing, administration and operation manager. Our product is marketed fully through one of the most popular social media websites known as Facebook as it is an easy medium to use and able to spread the business rapidly.


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# 1.0 E-COMMERCE REGISTRATION

PERSONAL PROFILE

BUSINESS PROFILE



**Aliff Husairy bin Abdul Halim**

Personal Information

Name	: Aliff Husairy bin Abdul Halim	Phone/Mobile	: 0162121581	<a href="#">Edit</a>
New Identity Card No.	: 991227105545	Home Address	: No.2, Lengkungan Sri Sarawak 23, Taman Sri Andalas	
Email Address	: aliffhusairy27@gmail.com	District	: Klang	
City	: Klang	Postcode	: 41200	
State	: Selangor	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Male	Special Need Required	: No	
Marital Status	: Single			

Institution Information

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UiTM Melaka Kampus Bandaraya Melaka - BA 242 2B OCT 2020

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Melaka	Name of Institution	: UiTM Melaka Kampus Bandaraya Melaka	
Address of Institution	: UiTM Cawangan Melaka Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	: Bandaraya Melaka	
		Postcode	: 75300	
District of Institution	: Melaka Tengah	Study Status	: Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Level of Study	: Bachelor Degree	Class Name	: FINANCE	
Course Name	: BA 242 2B OCT 2020	Year Enrolling the subject	: 2020	
Subject Name	: ENT 530	Lecturer Name	: WAN HASMAT WAN HASAN	
Month Enrolling the Subject	: 10	Year Of Internship Enrollment	:	
Internship Enrollment	: No	Period of Internship Training	:	
Month of Internship Enrollment	:	Expected Month To Complete Study	: 3	
Expected Year To Complete Study	: 2023			
Related To Study Field	: Yes			

PERSONAL PROFILE

BUSINESS PROFILE



**Aliff Husairy bin Abdul Halim**

Company Name	: Brulee Recette	Company Registration No.	:	<a href="#">Edit</a>
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
Facebook Page	: https://www.facebook.com/bruleerecette	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: Others	Business Website	: https://www.facebook.com/bruleerecette	
Business Related to Your Study Field	: Yes	Type Of Website	: eCommerce Platform	
		Experience in International Export	: No	

Figure 1: Brulee Recette E-Commerce Registration

## **2.0 INTRODUCTION**

### **2.1 Name and address of business**

The company's name is Brulee Recette Sdn. Bhd. I use the name "Brulee Recette" as my company's name is because it carries the meaning of the "recipe of brulee" which uplift the idea of our product "Crème Brulee". Meanwhile, our business is operating fully through E-Commerce whereby online selling operations do not typically require a physical storefront, particularly during the starting of operation. Instead we use "digital natives" which utilizes internet market with a website and a virtual shopping cart. Our orders are received personally through customers' demand, and the items are then either delivered to the customer or picked up by the customers.