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UNIVERSITY OF TECHNOLOGY MARA
CAMPUS PUNCAK PERDANA
SHAH ALAM**

ENT530 (PRINCIPLES OF ENTREPRENEURSHIP)

**INDIVIDUAL ASSIGNMENT
(SOCIAL MEDIA PROTFOLO)**



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EXECUTIVE SUMMARY

Kek Lapis Sarawak is a food product based business. This business has one levels of management, which are the staff. This business is run entirely online using Facebook as a platform and the market is all over Malaysia.

Kek Lapis Sarawak traditional food or special food from Sarawak. The ingredients for making Sarawak Layer Cake also have the same ingredients used by each cake but what is special about this cake is in terms of preparation and manufacture. Food products based on or symbolizing the state of Sarawak are able to generate and produce profits because the high demand from peninsular Malaysia and within the state of Sarawak itself is high. Kek Lapis Sarawak comes with five flavors, namely Sweet and Sour Cheese Layer Cake, Rainbow Layer Cake, Red Velvet Cheese Layer Cake, Fish Scale Layer Cake, and Chocolate Mint Layer Cake. All of these flavors are flavors that are in demand and are in high demand from layer cake enthusiasts.

I hope that this Sarawak Layer Cake product will be able to achieve and compete with food products out there. At the same time able to be the best and famous product up to the international level. As a rookie entrepreneur in this business world, we would look forward to get some positive feedback and mission to step up this business. As a new business, we hope that this business will continue to grow and be known not only at the Malaysian level but also internationally.

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1.0 GO-ECOMMERCE REGISTRATION

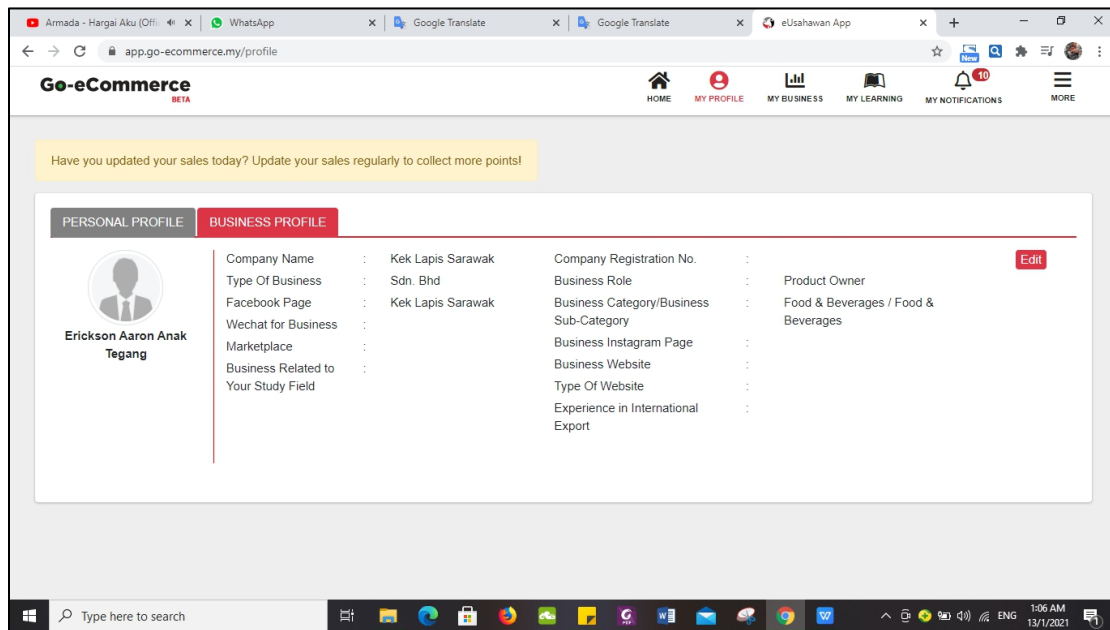


Photo 1 : Kek Lapis Sarawak Go-Ecommerce Account