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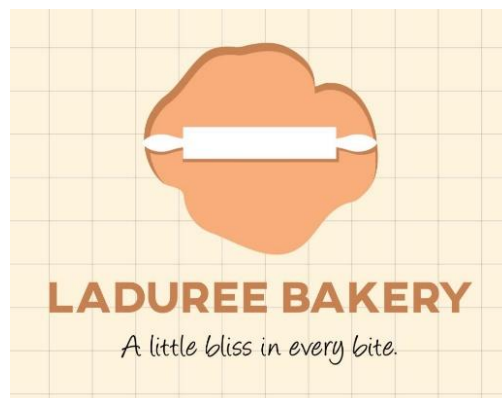
UNIVERSITY TEKNOLOGI MARA

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF OFFICE SYSTEM MANAGEMENT (HONS)

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO LADUREE BAKERY

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DATE OF SUBMISSION

30th December 2020

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EXECUTIVE SUMMARY

Laduree is from a French word that mean duration. The name of Laduree.Bakery make it looks like luxury and sweets. The group believes that Laduree Bakeries' objective should be expansionary, given its present remaining on the market. A market chief can maintain, develop and ensure its situation in the market by utilizing strategies focused in on the acquire new customers, empower more frequent utilization, and find new employments of product. Our business was started on first of April in 2019.

According to the customer survey, our product gave a brilliant taste in light of the fact that the tangy of our desserts make our customer remembered the taste. This product is likewise enjoyed by numerous individuals because of the modest and affordable price. Subsequently, this product gives a decent understanding to the continuation of offer to our customer. Since ahead of schedule of its opening, pastries by Laduree.Bakery was sold more than in excess of 100 desserts. Expanding demands for our product results into a decent beneficial deal income to our business project. In this way, pastries from Laduree.Bakery is a good marketable product result of decision that can be additionally extended to a wide range of regions as the business continues developing.

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1.0. GO-ECOMMERCE REGISTRATION

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Have you updated your sales today? Update your sales regularly to collect more points!

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BUSINESS PROFILE



NUR FATIMAH BINTI GHAZALI

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City	: KOTA BHARU	Postcode	: 15400	
State	: Kelantan	Personal Instagram	: https://www.instagram.com/fatyhahbibiey/?hl=en	
Personal Facebook	: https://www.facebook.com/laduree.bakery/	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

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Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020	
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