



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



# SOCIAL MEDIA ASSIGNMENT

## CAKE LOVE

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA**

**FACULTY/ PROGRAMME** : Faculty of Business Management  
Bachelor in Business Administration (HONS)  
Finance (BA242)

**SEMESTER** : 4

**PROJECT TITLE** : Social Media

**NAME** : Syazwani Azyan Binti Mat Awi

**LECTURER** : Dr. Syukrina Alini Binti Mat Ali

## **ACKNOWLEDGEMENT**

In the name of Allah Most Generous and Most Forgiving. First of all, Alhamdulillah, praise be to Allah SWT for give we all the opportunity to finish this social media task successfully. With the guts and guide that He gives to we, it helps me to find the material and information and could finish up this course work assessment for the ENT530 on time.

Moreover, I am would like to express our gratitude to our beloved lecturer for this subject Principles of Entrepreneur (ENT530), Dr. Syukrina Alini Binti Mat Ali for her kindness in helping me during the process of completion this social media assignment. Her dedication in giving all the knowledge about this subject has made this social media assignment easily to be done although me had faced several problems. Without Dr's help, I could not be able to finish this task of social media assignment.

Lastly, it would not be possible without the help of our parents and families. They have given a lot of ideas and helped in various ways too. I would like to thanks our parents and family for their good cooperation and encouragement which helped me a lot in completing the project. Not forget to thanks all of my classmate in developing the project and to the people who have voluntary helped us out with their abilities.

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## 1) EXECUTIVE SUMMARY

Cake Love offers bakery product and services for providing the cake and cupcake that provide high satisfactions to customer. Our customer come from the middle and low class who want to use product at reasonable price based on the product and services provided by Cake Love. Cake Love offers a variety of the cake and cupcake that provide health nutrition, low in calories and also get halal product.

Cake Love marketing strategy is to emphasize the quality and price of our product and services. Cake Love offer reasonable price as it is suitable for everyone who come from a low class and poor income family. Then, our marketing strategy to attract people come from all class of income include low to high income.

Cake Love placed in Kampung Alor Bakat, Melor, Kota Bharu, Kelantan. This cake that our bakery is homemade cake. Our bakery has a lot of types of cake such as kek korean, kek laici, kek hari lahir, kek hari istimewa, kek cheese, kek batik, kek coklat indulgence, kek marble, kek marble pudding caramel, kek coklat pudding caramel, kek coklat moist and the new product is cupcake. The price is depending on the size, decorations, topping and cartoons.

Cake Love also make the cash on delivery services. It suitable for customer that want to make surprise, customer want to send for parents at village and so on. For customer area melor, peringat and pak badol do not have charge for cash on delivery, besides the location or area, it has charge for cash on delivery. Cake Love also has one staff for help baked the order customer. If has staff, it can make ease the burden when have a lot of order in one day.

## 2) REGISTRATION E-COMMERCE

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**Personal Information**

SYAZWANI AZYAN BINTI MAT AWI

Name	: SYAZWANI AZYAN BINTI MAT AWI	Phone/Mobile	: 0145342366	<a href="#">Edit</a>
New Identity Card No.	: 980527035434	Home Address	: LOT 2068, KAMPUNG MACHANG BUBUK	
Email Address	: syazwaniazyan275@gmail.com	District	: MELOR	
City	: KOTA BHARU	Postcode	: 16400	
State	: Kelantan	Personal Instagram	: syazwaniazyan	
Personal Facebook	: Syazwani Azyan	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

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Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	: UITM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam	
District of Institution	: Kuala Selangor	Postcode	: 42300	
Level of Study	: Bachelor Degree	Study Status	: Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	: PRINCIPLE OF ENTREPRENEURSHIP-BA2424D OKT 2020	Class Name	: BA2424D-OKT 2020	
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 10	Lecturer Name	: Syukrina Alini Binti Mat Ali	
Internship Enrollment	: No	Year Of Internship Enrollment		
Month of Internship Enrollment		Period of Internship Training		
		Expected Month To	: 1	

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Course Name	: PRINCIPLE OF ENTREPRENEURSHIP-BA2424D OKT 2020	Class Name	: BA2424D-OKT 2020	
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 10	Lecturer Name	: Syukrina Alini Binti Mat Ali	
Internship Enrollment	: No	Year Of Internship Enrollment		
Month of Internship Enrollment		Period of Internship Training		
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 1	
Related To Study Field	: Yes			

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