



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO



PREPARED BY

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EXECUTIVE SUMMARY

MuffyMuffy is indeed a modest business bakery currently stored in Kuala Terengganu. Muffins are available in a wide range of frostings, flavours, sizes, designs, decorations and toppings. The whole bakery does have a pleasant chairs area, enabling buyers to hold back by and spend time there. MuffyMuffy also contains a catering facility to implement massive orders for significant events, offering buyers with greater accessibility.

Even though MuffyMuffy starts up as a single tiny bakery, over period, the business will seek to widen. Once the bakery demonstrates to be a hit, further stores would then be launched in close areas. As the it's achievement of the total business grows, MuffyMuffy will eventually enlarge to a larger range of places . The browser of the MuffyMuffy will enable buyers to access all offered by the bakery along with offering buyers the incentive to display orders

As much like other bakeries, MuffyMuffy also has a large target group. People with all age ranges will experience tasty muffins and thus must be included in the target customer. Muffins are indeed a cheap item, muffins are available to almost everyone. Despite varying salaries, it brings the target market huge again. This bakery is capable of offering a wide range of product offerings, suitable services and a diverse target audience.

Product quality has been essential to the food market. For this thing, MuffyMuffy will maintain the quality of the product by using natural produce, selling just fresh muffins and concentrating on hygiene. Advancement is now the company's mission.

MuffyMuffy also offers good seasonal muffins with seasonal flavourings. Such ideas will really only be available for quite a limited time frame of period annually. Product value and advancement will also be a key priority for the bakery.

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INTRODUCTION OF BUSINESS



- **MuffyMuffy Bakery.**
- **785, Tanah Lot, Atas Tol, 21070 Kuala Terengganu, Terengganu.**
- **Founder:**



Aesyah Izyan binti Ali was the owner of Muffy Muffy. She has significant experience in the bakery sector and working in counter-management as well as baking. She earned a Bachelor's degree in Business and Management Entrepreneurship from the University of Technology Mara and is actively working towards the next degree in Patisserie Arts.

Business structure of MuffyMuffy:-

1. Chief (Founder)
2. Managing Director
3. Administrator
4. Sellers & Marketing Director
5. Accountants and Cashiers
6. Pastry Chefs Workers
7. Delivers person and Retailers
8. Customer Services Executives
9. Dishwashers and Cleaners