



**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) ISLAMIC
BANKING
(BA249)**

**ENT 530
PRINCIPLES OF ENTREPRENEURSHIP**



SOCIAL MEDIA PORTFOLIO: BaesCoat

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EXECUTIVE SUMMARY

BaesCoat is a sole proprietorship business form and a start-up business which only operate as a small business. The organizational chart only consists the owner of BaesCoat and one staff. BaesCoat is located at No 21, Jalan Cengal 5, Desa Alam Ria, 44300 Batang Kali, Selangor. It is a homemade products and the delivery of products to customers is by postal delivery service and Cash On Delivery (COD).

The mission of BaesCoat is to manufacture high quality products with halal supply to ensure the company can meet the market demand to gain profits. The vision of BaesCoat is a company that strives to be a leading business entity in the manufacture of cookies and strives to grow and expand this business in the future.

BaesCoat is a business that offers two types of home-made cookies that comes with premium chocolate dipping which have the affordable price and luxurious taste of premium chocolate dip. The owner believed to market BaesCoat among our target market which is adults, teenager and above.

BarsCoat offers two types of cookies which are Chocolate Butter Cookies and Chocolate Chip Cookies, which both comes with the premium chocolate dip. BaesCoat also use cookie plastic jar as the packaging to ensure the quality of the product when it reaches the hands of customers will be safe and secure.

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2.0 INTRODUCTION TO BUSINESS

2.1 Name and Address of Business



The name BaesCoat described from the word 'Biskut' which means biscuits in Malay. I emphasized the sound of it into English word which is BaesCoat to make it unique and sounds interesting. Using it in my company logo, makes it looks authentic and pretty with pastel pink theme, suitable with the latest trend nowadays.



The BaesCoat premise is located at No 21, Jalan Cengal 5, Desa Alam Ria, 44300 Batang Kali, Selangor. This product is assemble at my own home since it is an online business. It is a homemade product made by myself. Delivery of products to customers is by using postal delivery service and Cash On Delivery (COD). I post it using courier service of J&T Courier and delivered it myself to customers near the premise around the area of Batang Kali.