



اُنْبُوْا سِيَّتِي تَكُوْنُوْا كِي مَارَا
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MARA

**SEMESTER 4 PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

**FACULTY OF BUSINESS & MANAGEMENT: BA242 –
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FINANCE**



PROJECT TITLE: SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

DapurCikFarah mooncake is a company that sells various mooncakes. Moon cakes are traditional Chinese desserts. Ordinary mooncakes are usually non-halal because they contain lard, but DapurCikFarah mooncakes provide halal mooncakes. The mooncake are baked by professionals who are proficient in creating halal moon cakes, so everyone can enjoy this traditional Chinese bakery. DapurCikFarah mooncake aim to provide products with slightly higher prices than the competition to meet consumer expectations. This price will convince buyers that our goods are of good quality. Consumers will realize that they have better choices to receive our products.

❖ The Company

DapurCikFarah mooncake is a company that specializes in selling mooncakes. Production base is located in Klang, Selangor

❖ Product and Services

DapurCikFarah mooncake provide various types of moon cakes and different fillings, so consumers can choose the taste that suits their taste. Our products can also be resold.

❖ Competitive Strategy

DapurCikFarah's moon cakes will provide bakery products made from high-quality and 100% halal ingredients. We will ensure that our products are unique and have an amazing taste. I got this recipe while attending a mooncake making class in Meru Klang. I started learning because moon cakes are my favorite dessert. Since then, more and more friends have asked me to sell moon cakes. I attach great importance to product quality. As a differentiated product and service provider, DapurCikFarah Mooncake will stand out from any other competitors.

2.0 INTRODUCTION BUSINESS

2.1 Name and Address of Business



Figure 2.2 DapurCikFarah Mooncake Official Logo

DapurCikFarah Mooncakes is a business name that had decided based on my product. As we all know, mooncakes are synonymous with the festive Chinese community. In this product, I branded it as an edible halal food. Muslims, especially the Malay community who want to taste moon cakes, can try my product.