



UNIVERSITI  
TEKNOLOGI  
MARA

## SOCIAL MEDIA PORTFOLIO

NAME OF BUSINESS: FLORAL BAKERY



*Floral Bakery*

### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

<b>FACULTY</b>	BUSINESS & MANAGEMENT
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## AKNOWLEDGEMENT

Praise be to Allah S.W.T for giving me the strength to complete this portfolio. Furthermore, this portfolio must submit on week 14, the strict week. Also as like we know, since we were attacked by the Covid-19 virus, we all had to do all the activities at home. Including office affairs, shopping and even studying online. It is are as an intensive to decide on the Covid-19 network. Then, what can I said online class in more challenging toward students and also teaching staff. Even parents are impressed when they need to provide for the needs of their children to be comfortable throughout learning. It's more affect to incapable families.

So I am here to thank Madam Norliza Saiful Bahry for being patient in teaching us through the class online. And I know being a housewife is always busy for work while managing household chores. So I would like to thank you again for giving us a lot of guidance BA249 3B to meet the scoring requirements. Yes, truly madam always guide us every week on class to make sure us not miss every learning and assignment that needs to be done every week

I am also deeply thank you to my family. Which is my father willing to buy services by TM to get a Wi-Fi network for its children to be comfortable studying. Due to before the government direct to work from home because of Movement Control Order (MCO), we just use prepaid only. Then with this facilities provided, makes my sibling and I easier for us to find information and join online classes. And also my mother to serve good food for my siblings and I. Also thank you to my sisters because always help me to edit my picture and give idea to upload on my Facebook page.

And last thank you to all my fellow friends because their also help me to give the ideas and guideline if I lost something important thing. Their also give some spirit and words of encouragement for me to complete this course work.

## EXECUTIVE SUMMARY

Floral Bakery offer variety of menu of cake. The example, burnt cheesecake and blueberry cheesecake. And also Floral Bakery offer standard cake like batik cake and marble cake. Actually, right now the size of cake available is 7". And they can choose either want buy whole in 7" or in mini pack. We always try to fulfill the demand by our customers. In addition, the prices offered are affordable. Because we want majority in stage of income can get it.

However, the target customer of Floral Bakery is tend to group food lover and cake lover. That target it's not limited by the age or gender. Target customers also include those on low incomes or student by buying cake in mini pack to enjoy that cake on offer. Furthermore, for now that cake is available around the Gemas and Bahau, Negeri Sembilan and also Segamat, Johor Bharu. And also we offer to our customer to delivery that cake. For make sure our customer even far from our business and busy, they also can get it.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business



Figure 2: Floral Bakery Logo

Floral Bakery, it uses the word floral because it describes the flowery feeling after enjoying cake from our business. So it's actually combination of that feeling with bakery (our business category). Furthermore, our motto is 'Eat Delicious, Stay Healthy'. It is because we offer cake with the good quantity of sugar. Due to we don't want to make the cake as a bad food for health. Then we make intensive to offer cake with the best quantity of sugar. However, when we talk about target. Our target is general because student, workers and housewife also can buy it. And also who has lower income also can enjoy it. Through our Facebook page we use all the method, which is soft sell, hard sell and teaser.