



اَوْنُوْرَسِيْتِي تِيْكَوْ لُوْ كِي مِيْاْرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**COMPANY LOGO**



**INDIVIDUAL REPORT: SOCIAL MEDIA PORTFOLIO**

**NAME OF COMPANY: EATNEAT**

**PRINCIPLE OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO**

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## STUDENT DECLARATION FORM

	<b>UNIVERSITI TEKNOLOGI MARA</b>	<b>FACULTY OF BUSINESS AND MANAGEMENT ASSIGNMENT/ PROJECT DECLARATION FORM</b>
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Student's Signature

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## **EXECUTIVE SUMMARY**

EatnEat Café was established on 3<sup>rd</sup> October 2019, and we were service-oriented form of foods and beverages business. This business owns by Miss Anis that decided to open a café with nature scenery that consist of jungles and beach vibes together in one café. EatnEat Café located in Bandar Kuantan. This café really in the middle of city Kuantan since it is very strategic place. There is currently no unique café as EatnEat Café vibes and menu offer by us. EatnEat Café offer our customers from main dish, desserts and drinks. EatnEat Café will be able to maintain in the market and dominating the presence.

Our café building with a concept of colours sand beach for inside of the café and olive green for outside of the café. EatnEat Café have a dine-in and delivery services by using Food Panda and Grab Food as our service delivery. EatnEat Café offer the products at a competitive price and more affordable than our competitors. The manager itself, Miss Anis, contributed some amount for existing fixed assets which is land and building. EatnEat Café borrowed an amount of RM70,000 guaranteed by Maybank Berhad and the rest being contributed by the manager itself.