



اَوْنِبُوْرَسِيْتِيْ بَاتِيْكُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP

ENT 530



SOCIAL MEDIA PORTFOLIO: PASTRY GALORE

NAME: INNARAH SKYMAR MERICAN BINTI FADZOL
OTHMAN MERICAN

STUDENT I.D: 2019294572

LECTURER: MS. NORLIZA SAIFUL BAHRY

SUBMISSION DATE: 31ST JANUARY 2021

ACKNOWLEDGEMENT

First and foremost, I would like to thank the Almighty Allah, praise to our God, the greatest ruler of all on whom we all depend for guidance and seek for repentance for giving the opportunity, energy and the determination for me to complete this assignment. We are at his mercy and without his continuous grace and mercy throughout my whole life and the process of this assignment is all because of He the Almighty.

Secondly, I would express my deepest gratitude to both my parents, friends and family members for the constant encouragement and support that made this assignment possible. They were very cooperative and were willing to educate me in things that I lacked in.

Last but not least, is from my very own lecturer Puan Norliza Saiful Bahry. She has educated me on all the topics regarding the assignment and because of this, I have managed to complete this assignment smoothly. The biggest gratitude for her wise guidance, monitoring and constant encouragement throughout the course of Principles of Entrepreneurship (ENT530) of this project. And to all those who directly and indirectly helped and guided me to the accomplishment of this project.

EXECUTIVE SUMMARY

Pastry Galore was established on 6th of January 2020. The name Pasty Galore was inspired by having a galore full of delicious pastries that will invite customers with its scent of baking bread filling out the street and visual and mouth-watering uniqueness. Pastry Galore is located in Damansara Heights, Kuala Lumpur which is a target market of the upper class elites.

Pastry Galore creates and innovates new recipes with the team to fulfil customer's taste buds to ensure them a fruitful experience with every bite. Pastry Galore prioritizes the details and freshness of every pastry to deliver the best quality to our customers. Pastry Galore extracts and creates our pastries from scratch with the finest ingredients directly from the farm of our supplier daily.

Pastry Galore promises the finest quality of pastries to our beloved customers. Our uniqueness of recipe is extracted from recipes and ingredients from all over the world acquiring it to our local and oversea delicacies. The brand's success and its consumer's satisfaction are the result of consistently meeting the customer's high expectation that are expressed through the more potential customers.

Pastry Galore is divined in preparing products so that customers may experience a journey with top-notch recipe and new flavors. Pastry Galore is open to any feedbacks as well as criticism to further improve our process and products to fulfil customer's needs and satisfaction towards our perfume.

Table of Contents

COVER PAGE	1
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
TABLE OF CONTENTS	4
GO ECOMMERCE REGISTRATION	5
NAME AND ADDRESS OF BUSINESS.....	6
ORGANIZATIONAL CHART.....	7
MISSION / VISSION.....	8
DESCRIPTION OF PRODUCTS.....	9
PRICE LIST.....	10
FACEBOOK PAGE.....	11
FACEBOOK URL PAGE.....	12
FACEBOOK TEASER.....	13
FACEBOOK SOFT SELL.....	14
FACEBOOK HARD SELL.....	15
GRAPHICS.....	16
CONCLUSION.....	17

ii. INTRODUCTION

NAME AND ADDRESS OF BUSINESS

The name of the business is Pastry Galore. The name Pasty Galore was inspired by having a galore full of delicious pastries that will invite customers with its scent of baking bread filling out the street and visual and mouth-watering uniqueness. Pastry Galore is located in Damansara Heights, Kuala Lumpur.



Name of Business	PASTRY GALORE
Business Address	3 rd Avenue, Damansara Heights, Damansara 53300, Kuala Lumpur
Corresponding Address	pastrygalore@gmail.com
Official telephone Number	+03 55112969
Form of Business	Sole Proprietorship
Main activities	Sale of pastries and bakeries
Date of commencement	6 th of January 2020
Date of Registration	6 th of January 2020
Bank Account Number	921127106699
Name of Bank	CIMB BANK