



اُونِيُوَسِيْتِي تِيكُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP**  
**ENT530**

SOCIAL MEDIA PORTFOLIO

**Course Details**

Course : ENT530  
Group : BA2493D  
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## EXECUTIVE SUMMARY

Fieza's Bakery is an online shop that sells desserts that will make you crave for more. We introduced the main desserts that we sell, which are mini donut brownies and cheesecake meleleh which come in two flavors which are original and yam. Mini donut brownies are brownies molded-in donut shape and coated with chocolate and decorated with assorted toppings. For cheesecake meleleh, it is a two-layered cheesecake with cheese broth or 'kuah' and topped with grated cheese. The objective of our online shop is to indulge people or our customers with the taste of our desserts.

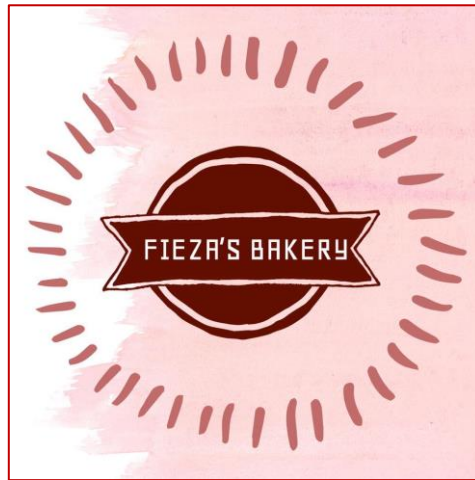
Next, when opening a business, we have to know the target audience of our products. The target audience for our products is all categories of the audience no matter what the gender, or age, it is suitable for any preferences from the individuals itself. This is because we do not want to limit our audience for us to easily attract many customers.

We can ensure you that our dessert's cheesecake meleleh and mini donut brownies, we believe that it has low competition with other competitors as not many shops are selling this in the market. There are a few shops that sell the same thing as our product but the amount is too little for us to have a big competition in the market.

Other than that, there are a few risks and challenges, and opportunities that our shop has in the market. Our products cheesecake meleleh and mini donut brownies, it can be a risk as it is still new to the market and people might not interested to buy it at first considering it is still unpopular. However, there is an opportunity that people will buy it, as it is a unique and developed recipe in the market.

In conclusion, there are some recommendations that we should take to manage our business properly. We should do a lot of effective marketing to promote more our products and do branding very often. This will help the people or the potential customers to be exposed to our products.

## INTRODUCTION OF BUSINESS



<b>NAME</b>	FIEZA'S BAKERY
<b>ADDRESS</b>	Jalan Indah Kg Ketiau, Putatan, 88200 Kota Kinabalu, Sabah
<b>MISSION</b>	We strive to make the best quality baked desserts from scratch, fresh daily!
<b>VISION</b>	To capture your hearts with every bite of our dessert!

## ORGANIZATIONAL CHART



**BUSINESS OWNER**

**NUR SYAHFIEZA BINTI YUNOS**