



اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْكَمِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO



JustBaked Home Bakery

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SUBMISSION DATE:

11th DECEMBER 2020

ACKNOWLEDGEMENT

Firstly, I want to be grateful to Allah for allowing me to complete this task smoothly. Also, I cannot express enough thanks to my classmate for their continues support, encouragement and teaching me throughout this assignment. I do learn a lot from them. Furthermore, I would like to say thank you to Madam Nadiah for guiding me and my classmates to complete this task successfully. I offer my sincere appreciation for the learning opportunities throughout this task. While I am completing this task, I learn a lot on how to open a business properly. Thank you for this opportunity.

My completion of this assessment could not have been accomplished without my family members, thank you for being my supporter and helping me to solve the question by me during the process of completion.

EXECUTIVE SUMMARY

JustBaked Home Bakery is a sole proprietorship that focusing on home baked carrot cake. JustBaked only based on social media to take an order and deliver directly to the customers. JustBaked only using premium ingredients to make sure the taste is good for everyone to enjoy.

Our business was just started on early December 2020. This business was started when close acquaintances of the owner start to make an order and share it to other people. The, they suggest the owner to open an order and open up a small business at home. With a small budget, the owner state to open up this JustBaked Home Bakery that was specialize in carrot cake only.

At the beginning of the business, JustBaked only got orders from close acquaintances and eventually got more order from new customers. Now JustBaked are growing slowly but surely. With the help of existing customers, the business are growing bigger and bigger.

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2.0 INTRODUCTION OF BUSINESS

2.1 *Name of the Business*

- JustBake Home Bakery

This business got the name of JustBaked because we want to make a name that sound like the cake are going out from oven and will be deliver to the customers immediately. ‘The cake was just baked and ready to deliver it to you’ this is our slogan.

Address of the Business

- Lot 4258, Kampung Rhu Rendang, 21600 Marang, Terengganu.

The address of the business is actually the owner home address. If the business got bigger and bigger in the future, the owner may move to another place such as studio.

2.2 *Organizational Chart*

The owner and the main baker is the same person which is the one that establish this business. The staff are actually owner’s close acquaintance that help in deliver the cake to the customers as the main baker are quite busy to meet all of the order.

