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UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF INFORMATION MANAGEMENT  
MARA OF UNIVERSITY TECHNOLOGY**

**ENT530 – PRINCIPLES OF ENTREPRENEURSHIP**

ASSIGNMENT

**INDIVIDUAL ASSIGNMENT**

**SOCIAL MEDIA PORTFOLIO – FLAVOURISH BAKERY**

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In addition, thank you to my fellow friend who assist me in completing this assignment especially our classmates itself, have made valuable comment which gave us inspirations to improve our assignment.

## **EXECUTIVE SUMMARY**

Flavourish Bakery has open on 13 august 2020 in Dungun, Kuala Terengganu with one store that open to sell variety of cake and another related dish. Our store has open with the cooperation between 2 friends who want to open the cake store to provide cake for wedding, birthday and many other special events. for starters we recruited only 5 employees to manage our store. The purpose of this business is to provide cake for any event and to open employment opportunities for locals to find a source of income.

Now, we have successfully opened 12 branches throughout Malaysia that provide a variety of cakes for customers to choose from. on January 1, 2021, we had 80 employees managing our stores throughout the branch. we are discussing to open more branches including in Sabah and Sarawak. Our business wants to open more employment opportunities for the local community, especially the unemployed.

Our store provides services providing various types of cakes such as red velvet cake, pandan cake, chocolate cake, croissant and many more. we also accept cake orders for birthdays, weddings and other events. as a value offer for our store, we provide reasonable prices to compete with other cake shops. We also give promotional prices on special days such as Eid, Christmas and other festivals.

In conclusion, our store would like to open more branches to provide more job opportunities in helping them help them especially in the time of pandemic that occur today. In addition, we also want to increase profits by providing various promotions to attract more customers to buy cakes with us.

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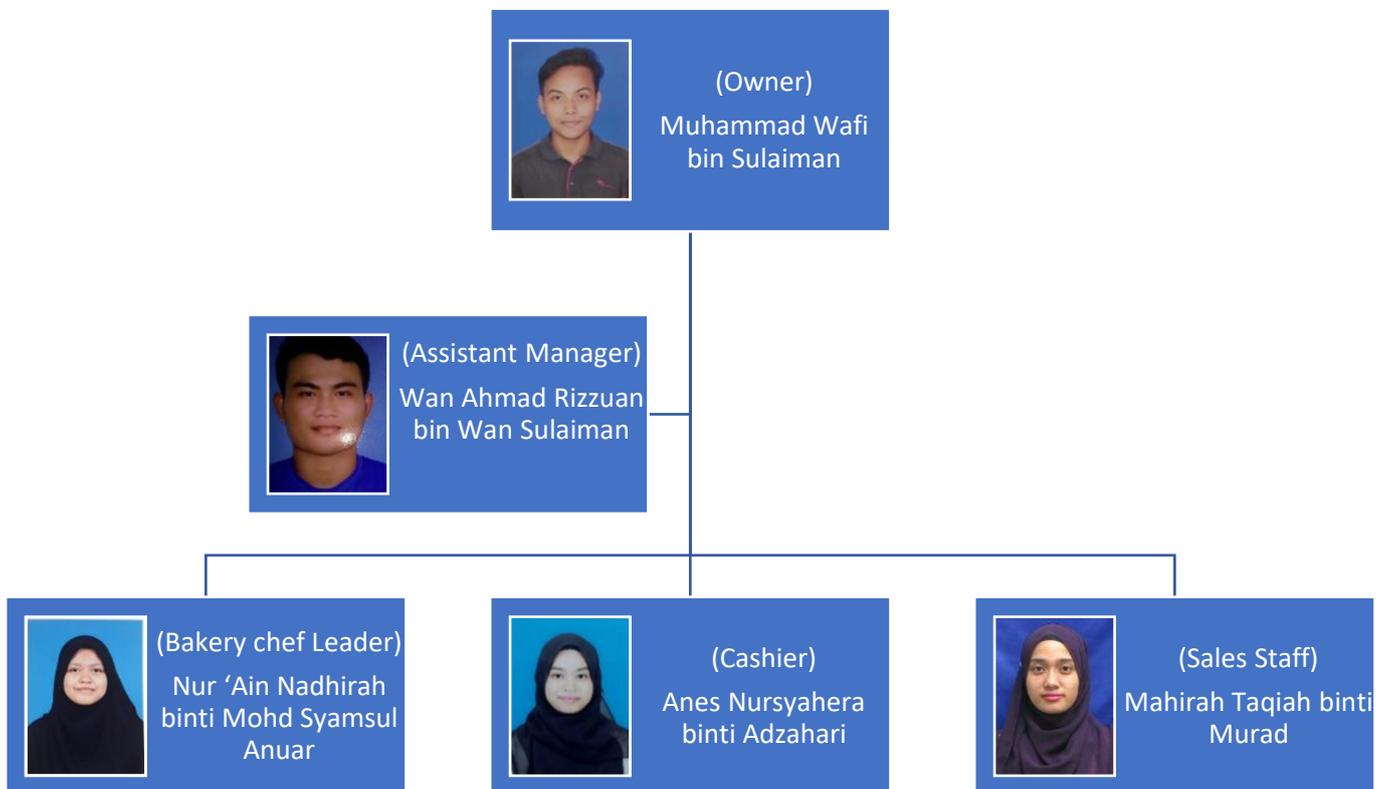
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## 2.0 INTRODUCTON OF BUSINESS

### (a) Name and address of business.

My business name is Flavourish Bakery and the owner is Muhammad Wafi bin Sulaiman and his friend Wan Ahmad Rizzuan bin Wan Sulaiman. The address of main branch of my business is at Lot 3783 TAMAN SRI RUMBIA 23000 DUNGUN TERENGGANU.

### (b) Organizational chart.



**Chart 1: Flavourish Bakery Organization Chart**