



اُنِيُوْ سَيِّتِيْ تِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

### SOCIAL MEDIA PORTFOLIO

<b>FACULTY &amp; PROGRAMME</b>	: FACULTY OF ACCOUNTANCY BACHELOR OF ACCOUNTANCY (HONS.)
<b>SEMESTER</b>	: 4
<b>STUDENT'S NAME &amp; ID</b>	: NADHIRAH BT MOHD HANIFF (2020476986)
<b>GROUP</b>	: MAC220_4C
<b>LECTURER'S NAME</b>	: MADAM SITI NAZIRAH BT OMAR

## **EXECUTIVE SUMMARY**

Triple C Taste is an online based bakery business. We produce and offer brownies and chocolate cupcakes with cream cheese frosting, with a hint of coffee. Hence, the name this business, which is Triple C Taste. The idea came from our products, made from Chocolate, Coffee and Cream cheese.

This business is own and runs by Nadhirah binti Mohd Haniff. Triple C Taste operates at No 19, Jalan Mutiara 7, Taman Mutiara Gombak, 53100, Kuala Lumpur. At the moment, we only make deliveries in Kuala Lumpur and Selangor. No postage is available as we are still, newly established. As for the rate, it differs based on the distance.

These chocolate delicacies or desserts that we offer suit everyone, regardless of age or group of people. We hereby assure that we only offer and provide the best for our customer in all terms. That includes the delightful taste, reasonable price, variance of textures available for customization, packaging and delivery as well as customer service as a whole. We prioritize our customer satisfaction in terms of quality over quantity. Thus, our products are freshly bake on the day of delivery.

We are reachable through our one and only social media platform for now, which is Facebook. We are aware of other social media platforms that are available but I am nowhere near excellent in running this business. However, I will eventually make my way up there as I learn and gain as much skills, knowledge and experiences. In brief, we do hope to grow and enlarge our business to a certain level and it would not happen without the supports from everyone.

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# INTRODUCTION TO BUSINESS



## FOUNDER AND RUNNER OF BUSINESS:

NADHIRAH BINTI MOHD HANIFF

### **Name of Business:**

Triple C Taste

### **Address:**

No 19, Jalan Mutiara 7, Taman Mutiara Gombak,  
53100, Kuala Lumpur.

### **Vision:**

To attend customers with best product and services with their satisfaction as the top priority.

### **Mission:**

To grow and serve this business of chocolate delicacies that suits every taste buds.

# INTRODUCTION TO BUSINESS

## DESCRIPTIONS OF PRODUCTS AND SERVICES

The Triple C Taste is mainly focus on serving chocolates based delicacies with a hint of coffee to enhance the chocolate flavor. Not to mention, the cream cheese frosting on each of our cupcakes produced as our signature. As mentioned, we offer chocolate cupcakes and brownies as our products to customers.

Brownies has different variation of textures based on different recipes, depends on the tools and techniques or skills conquered by the baker. Our base for our brownies is the same, with a little twist to accomplish our vision to suit all taste buds. Applicable to our chocolate cupcakes as well, we are more than glad to serve only the best to our customer. The cream cheese frosting as our signature is permanent as it is our signature and complimentary.

Customers' satisfaction is and will always remain as our top priority. Each of our products are made from scratch, with great care and completeness. To maintain the quality of our products, we limit our order or production per day. This is to allow every customer got their chocolate delicacies customized perfectly according to their likings. Moreover, they are all baked fresh on the day of delivery to our customer.

## PRICE LIST

As customers' satisfaction is our top priority and our products are made according to the customization of our customers', there is no fixed price. However, we are keeping the price as reasonable as we could. This is after taking into account the premium ingredients used besides the customization. Our product price range differs, starting from RM 20 for 8' inch for brownies and RM 7 for four pieces of cupcakes.