



اُنِيُوَرَسِيْتِي تِي كُوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Seni Lukis
& Seni Reka

ENT 530

PRINCIPLE OF ENTREPREURSHIP



SOCIAL MEDIA PORTFOLIO: B'DONUTS

PREPARED BY:

MOHAMMAD FAHMIE BIN BADRUL HISHAM

GROUP:

AD2415D

PREPARED FOR:

MADAM RAHAYU BINTI HASANORDIN

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EXECUTIVE SUMMARY

B'Donuts is a company that sells various types of donut flavors and it has the privilege that it has two types of donut sizes, namely regular size and large size. The flavors available are like chocolate, strawberry, Oreo and many more. The main goal is to provide these delicious donuts to clients at a reasonable cost.

Our company began operations on May 4th, 2021. According to customer feedback, our product has an excellent taste and the size of the donuts given is satisfactory. Our customers will remember our donuts and become regular customers as a result of this. The price of these donuts is really cheap and worth buying, as they come in two sizes, large and regular.

B'Donuts has sold a variety of donuts in various flavors and sizes since its beginnings. Every day, approximately 60 donuts are sold. Our business projects benefit from increased demand for our products, which result in good sales results. As such, B'Donuts is a great choice product to market that can be expanded further into various fields as the business continues to grow.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of Business



Figure 1.2 B'Donuts Official Logo

Name

This company's name is B'Donuts, which has its own meaning. The name B'donuts comes from the letter 'B,' which means big, and the word donuts, which refers to the donut itself. The donuts are big, but the pricing is cheap and reasonable.

Address

No 46, Jalan Bukit Jati 3B, Taman Bukit Jati, 41000, Klang, Selangor