



# **SOCIAL MEDIA**

**TITLE:**

**HAZIQAHA'S BAKERY**

## **PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**FACULTY AND PROGRAMME** : FACULTY OF HOTEL AND TOURISM

MANAGEMENT

**SEMESTER** : 3

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# **ACKNOWLEDGEMENT**

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## **EXECUTIVE SUMMARY**

Haziqah's Bakery offer to its customer a handmade custard and pastry which are within the affordable price in order to caught the customer's attention. Not to mention, Haziqah's Bakery are also constantly making a sale or a special deal to letting the customer know regarding the new product by Haziqah's Bakery

Haziqah's Bakery specifically targeted those people who are a pastry, a custard, a milk, and also a cheese lover. The bakery is also offered a cash on delivery (COD) service for those who lives within Gombak area and are unable to paid via online payment. From times to times, Haziqah's Bakery also shared a post regarding any information that circulating the products that are being released by Haziqah's Bakery itself.

Facebook page is the platform that Haziqah's Bakery choose to engage with the potential customer from introduce the products, promoting, and selling the products. The pages are being regularly updated in order to make the customer know about the existence of the products which are the Baked Milk and Baked Milk Cheese.

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## 2.0 Introduction of Business

### 2.1 Name and address of business



The name of Haziqah's Bakery was referring to the name of the founder which is Nurul Ain Haziqah Bt Mohamad Syahmi. It is to describe that the bakery is belong to the founder. Thus, lead to the creation of Haziqah's Bakery name. The logo of flour was used in referring to the ingredient that is a must have in almost every pastry and custard. The choosing of the blue colour decision was made as the blue colour can bring a peace into the eyes of the people that were looking at it. Therefore, the combination of all of it brings the meaning that Haziqah's Bakery will made a pastry and custard that can bring peace into your mind.