



اُنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



FLORENTINE SHOPEE

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EXECUTIVE SUMMARY

Florentine Shopee is a product's name, and a trade name of a homemade biscuits. The main objective that is to achieve for the business is to offer the highest quality of biscuit product at an affordable prices, better price, and quality.

My business began on Facebook on 31 May 2021, humbly beginning with one production and steadily adding more stocks from our business journey. The highest quality and the competitive prices of this commodity are well known to many. This homemade product therefore offers a clear analysis of our customers' continued purchases.

Since commencement, Florentine Shopee has made over 25 sales and the numbers are expecting to grow up more and more. Increasing demands for our product results into a good profitable sale revenue to our business project. By the end of year, there will be more and more Florentine Biscuit will be sale.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS



Figure 1.1: Logo for business