



اَوْنُوْ رَسِيْقِيْ تِيْ كُنُوْ لَوِيْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF HEALTH ADMINISTRATION (HONS)
MAC 2021 – OGOS 2021**

**ENT530
PRINCIPLES OF ENTREPRENEURSHIP**

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**TITLE:
SOCIAL MEDIA PORTFOLIO**

**SUBMISSION DATE:
25TH JUNE 2021**

Acknowledgement

Assalamualaikum w.b.t. First and foremost, praises and thanks to God, the Almighty, for His showers of blessings throughout my journey to complete my assignment of social media portfolio. I would like to thank and give a great gratitude to Allah s.w.t for everything and in order to complete the task on time.

I would like to express my special thanks to my lecturer, Madam Nadiah Maisarah Binti Abdul Ghani for the continued support and encouragement. Besides, she also gave me advice throughout numerous consultations. My sincere appreciation for the learning opportunities provided by my lecturer.

My completion of this assignment could not have been possible without the support of my classmates. I thank all of them for their help directly or indirectly to complete my assignments.

My deepest gratitude goes to my parents and all of my family members. It would not be possible to complete my assignment of this social media portfolio without the support from them. I would like to thank my dearest father Muhammad, my beloved mother Nor Hayati, and my sisters Nor Edayu and Norul Anis.

The completion of this task could not have been possible without the participants and assistances of so many people whose name may not all be enumerated. Their contributions are sincerely appreciated and gratefully acknowledged. Thank you.

Executive Summary

The named of this company is NM Empire and it is a family business that named Bakes Delight which means a homemade treat for everyone who craving homemade cakes. My sister and I was the baker of the homemade Kek Lapis Sarawak, and this is why I indicate Bakes Delight as my initial creation in this project. Since Kek Lapis Sarawak had its own mixture that rich with flavor in most I love, so I want others to take a taste on this too, and I guaranteed they will fall in love with these homemade cakes.

This Kek Lapis Sarawak is well-known around the world. The fresh constituents' the quality be vital significance in making delightful cakes. In confident this for buyer be able to meet their gratification concerning of product.

In addition, NM Empire is offering with affordable price that we could achieve our goal in running this project. By doing this way we could convince them to try it and also purchase it. At the same time, they also can make evaluation of others participants who are in baking cakes at rational for fast purchase of this cakes on economy price constant with superior ingredients.

For the last, I also formed my social mass media which Facebook page entitled as Bakes Delight. This platform as my edge to enlarge also blowout this business. I wished with this page, it could assistance to others society from worldwide identify of my Kek Lapis Sarawak. Our Kek Lapis Sarawak was baking with our own homemade and also with first class ingredients.

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Introduction to business

I. Name and address of business

Company name: NM Empire

Product name: Kek Lapis Sarawak Homemade

Address: No. 289, Jalan Melor, Blok 12, Felda Kemahang 03, 17510 Tanah Merah Kelantan.

II. Organizational chart



III. Mission / vision

Mission

- ✓ Bakes Delight strives to be dominant retailer of high quality of Sarawak's layers cakes and spectacular Sarawak's layers cakes and strive for continuous enhancement and improvement of all aspects of business in order to sustain the long-term success of Bakes Delight.

Vision

- ✓ Bakes Delight vision is to become the halal premier company in the baking industry, known and emulated as the nation's bakery for having the most delicious, sensational and widest variety of Sarawak's layers cakes for customers as well as expanding the business internationally and take it global.