



اَوْنِبُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLE OF ENTREPRENEURSHIP
ENT 530

INDIVIDUAL ASSIGNMENT
(SOCIAL MEDIA PORTFOLIO)

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ACKNOWLEDGEMENT

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Thank you.

EXECUTIVE SUMMARY

Cakeryland is a business of cakes. It has a variety of cakes to fulfil the customer's cravenness of sweets and some choices to choose. It is located at 78, Jalan Renang 13/26, Tadisma Business Centre, 40100 Shah Alam, Selangor. As a bakery business, we need to study what people like to meet their tastes of delicious cakes. We have produced 10 types of cakes for now and will increased the number so that customer will stay with our products. Among them are pandan gula melaka cake, red velvet standard and nutella cheese tart. We define our market as dessert. We have other competitor in this market area, but we have our own unique that make our product special and get a high demand from customer. The ingredient used in our cakes are very premium and most of our cakes is using cream cheese and Nutella for the topping. Customer also can request to buy one layer or two layers of cake that suitable for any event like solemnization or family gathering. Due to customer support, our business has awarded Super brand Malaysia's choice in 2019. We thankful our customer with maintaining our quality product and always give the best for them.

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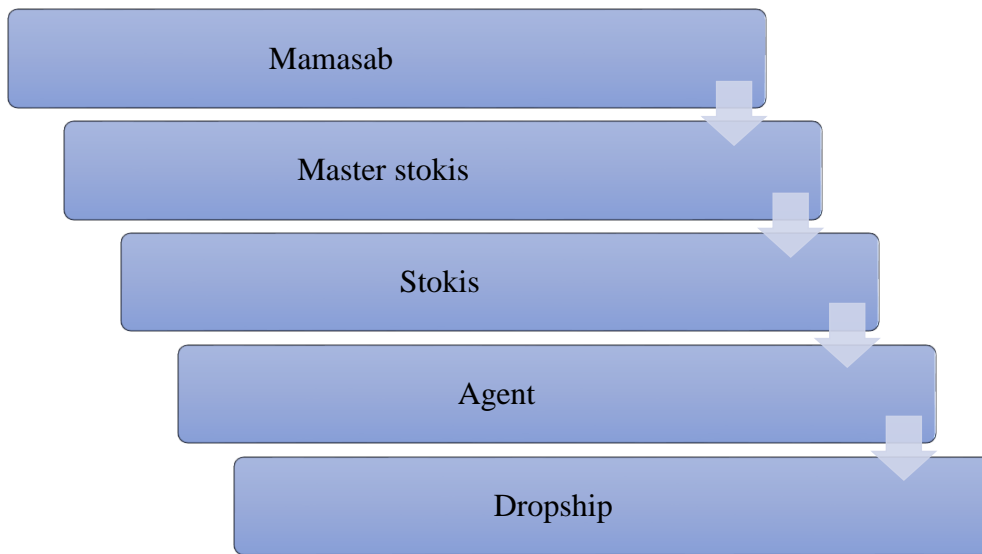
Introduction

i. Name and address of business:

Name: Cakeryland,

Address: 78, Jalan Renang 13/26, Tadisma Business Centre, 40100 Shah Alam, Selangor.

ii. Organizational chart



iii. Mission

Introducing more high-quality product and expanding our business so that more people know our product.

iv. Vision

Achieve more award like Gold Award and been accepted for international product.

v. Description of product

Our product is a cake. Mostly, our cakes are using cream cheese and Nutella for the topping. We have 12 types of flavour for example, pandan gula melaka, red velvet standard, dfcc no cheese, pecan butterscotch and Nutella cheese tart.