



اَبُو سَيِّدِي تَكْوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF INFORMATION MANAGEMENT
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KAMPUS PUNCAK PERDANA, SHAH ALAM**

**BACHELOR OF INFORMATION SCIENCE
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**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

**INDIVIDUAL ASSIGNMENT:
SOCIAL MEDIA PORTFOLIO**

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EXECUTIVE SUMMARY

Suka Dessert is involved in the food manufacturing industry. It is a bakery store that operates in a small medium industry. The name of this business itself is very interesting which would make people, especially the fans of dessert get curious and attracted to come to this bakery store.

Suka Dessert main objective is to share with beloved customers the luxurious taste of dessert that have been made and our target market would be the fans of chocolate, cake, sweets, and candy. We aimed to make our customers come back to our store again and again just to taste all desserts that specially made for them. A statistic shows that sales value of manufactured chocolate product Malaysia was approximately 4.4 billion Malaysian ringgit. Although this statistic has proven that food industry involving chocolate is growing day by day which makes our business have more competitors but, we are sure that our bakery store will grow successfully because we have our own specialities.

This bakery store is located at G-08, Residensi 280, 1KM, Selayang – Kepong Highway, 68100 Batu Caves, Selangor. Although it only have one store which is at Selangor, but people from all over Malaysia will have the opportunity to buy and taste all desserts from Suka Dessert because this bakery store have many agents and dropships. People who cannot come to the store can buy from the agents and dropships hired.

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2.0 INTRODUCTION

2.1 Name and address of business

Name of Business	Suka Dessert
Address	https://www.facebook.com/Suka-Dessert-102252922010709/
Contact Information	No. Tel: 018-4681817 Email: sukadessertbyaina@gmail.com
Main Business Activity	Selling cookies and cakes which uses chocolate as the main ingredient
Product Distribution	Online sales

2.2 Organizational chart



Dropship of Suka Dessert