



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# The Real Cocoa Chipkies

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**Group Name** : The Real Cocoa Chipkies  
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**Submitted to**

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## 1.0 EXECUTIVE SUMMARY

The Real Cocoa Chipkies is a start-up perfume, instant drink and rolled wafer stick retail establishment located in Wisma Merdeka . The Real Cocoa Chipkies expects to catch the interest of a regular loyal customer base with its broad variety of cookies, instant drink and cookies products. The company plans to build a strong market position in the town, due to the partners' industry experience and mild competitive climate in the area. The Real Cocoa Chipkies aims to offer its products at a competitive price to meet the demand of the middle to lower income local market area residents.

Miss Umi Norsuhaila Binti Aliadan has extensive experience in business managaement in sales, marketing and management. Miss Junaidah Binti Hassan is the financial manager since she have the ability on the financial field while Miss Erachel J. Adam is expert in the operation management. Miss Esther Binti Pius will hold the position as marketing manager because of the background of Miss Esther Binti Pius academic qualification.

The Real Cocoa Chipkies offers a broad range of perfume, instant drink and rolled wafer cookies, all from high quality. The Real Cocoa Chipkies caters to allof its customers by providing each customer by providing each customers instant drink, rolled wafer stick and perfume products made to suits the customer, down to the smallest detail.

The Real Cocoa Chipkies retail perfume and instant food in Sabah has recently experienced rapid growth. The time limit of someone to grab a food and drink also to dress up stimulates consumption of The Real Cocoa Chipkies products.

The Real Cocoa Chipkies wants to establish a large rregular customer base, and will therefore concentrate its business and marketing on local residents, which will be the dominant target market. This will establish a healthy, consistent revenue base to

## 2.0 COMPANY PROFILE

### 2.1 COMPANY BUSINESS BACKGROUND

**i. Name of Company :** The Real Cocoa Chipkies

**ii. Nature of Business :** Selling and supplying perfume, instant drink 4 in 1 and also rolled wafer stick. Selling Real Perfume, Sabah Cocoa and Rolled Wafer Stick which are very convenient for working people.

**iii. Industry Profile :** Provide service that helps students or busy people to save their time in preparing drinks and foods instantly at the same time giving a good quality of healthy instant food and drinks also to trigger a pleasant environment with a perfume.

**iv. Location of the Business :** Universiti Teknologi Mara (UiTM), Kampus Kota Kinabalu Cawangan Sabah.

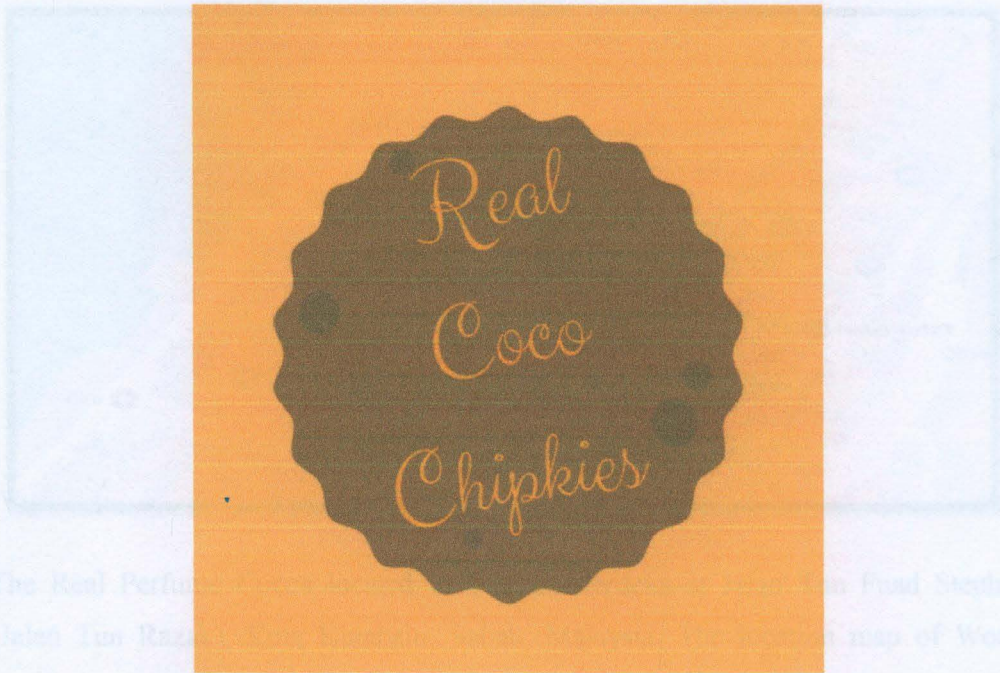
**v. Factors in Selecting the Proposed Business :**

1. Instant preparation of drink
2. Caters for everyone at any age rate
3. Good for health
4. Create a pleasant environment

**vi. Future prospects of the Business:**

1. Healthier human generation
2. Gaining profits for machines advancement
3. Able to achieve the goals, visions and missions of the company

## 2.2 LOGO & DESCRIPTION



Our company's logo consists of the name of our products and picture of a cookies. Chocolate cookies logo portrays the taste of our main products which is sweet and tasteful. It means that people will definitely re-purchase our products once they have the taste of it. It is in brown colour as red represents deliciousness of it as well as associated with joyful, desire, passion, and love. The word 'Real' itself represents our company's product which is Real Perfume. The word 'Cocoa' represent our main product also which in 4 in 1 instant drink named Sabah Cocoa while the word Chipkies represent our main product also which is rolled wafer stick.