

KAMPUS PUNCAK ALAM, SELANGOR

ENT530

(PRINCIPLE OF ENTREPRENEURSHIP)

SOCIAL MEDIA PORTFOLIO

“CRUNCHY BROWNIES COOKIES”

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Through these problems, I was managed to become more organize and mature in dealing with problem that occur during my business. In this portfolio, there was covers social media business using Facebook which is creating Facebook page, teaser post, creating soft sell and hard sell, frequency of posting and sales report.

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EXECUTIVE SUMMARY

Crunchy Brownies Cookies was established to promote and sell a variety of flavours of brownies cookies that just came from our recipe targeted at households and a wide variety of people through online businesses. The main objective that is to achieve for the business is to offer variety flavour of Crunchy Brownies Cookies from Penang to our customer with affordable price and luxurious taste of Malaysia. Furthermore, we are believed that our brownies cookies can long lasted in market share due Malaysian Popular recipe.

This Crunchy Brownies cookies are different from the others as we serve unique recipes because our focus is to introduce more types of flavours of these brownies cookies to our generation. As we know, in the manufacture of these brownies cookies, we have also used very high quality product and high-quality ingredients to be served to customers who are very fond of sweets such as these brownies cookies. By using these ingredients, we believe Crunchy Brownies Cookies will slow down and certainly have the potential to gain trust in the market share and provide a delicious taste that will create a long-term bond in family and friends.

According to customer reviews, our products give an incredible taste because the taste of brownies cookies makes our customers always remember the taste. This product is also liked by many people because it is cheap, worthwhile and affordable. Besides, our delicious brownies cookies will attract various type of people also tourists due to our simple handmade recipe and easy to prepare that will surely save time and energy. For example, for workaholic people. They can save their time by eat our brownies cookies there were easy to cook and provided in various type of flavours. Furthermore, these brownies cookies can be used as a light snack and it can also be eaten with family and friends. These brownies cookies can be eaten anytime and anywhere.

Therefore, we believe that our Crunchy Brownies Cookies can compete with other competitors because we have own credibility to produce by our own delicious brownies cookies that will attract people by using our own recipe. Last but not least, we always ensure that our brownies cookies always in demand and were produced with efficiently ways.

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INTRODUCTION OF BUSINESS

- Name and Address of Business

Crunchy Brownies Cookies is a business name that had decided based on our food business. Our business motto is "Extra crunchy, Extra fun" which shows that our brownies cookies are worth buying when you want to taste homemade brownies cookies. The combination of the three words between Crunchy and Brownies Cookies shows that the brownies cookies sold are necessarily very crunchy, crispy and different from the others. We also provide these brownies cookies with a variety of interesting flavours for customers out there who are very fond of cookies. As for our target market, Crunchy Brownies Cookies is target for all kids, teenagers and above with range 4 – 55 years old as our brownies cookies are suitable for the individual that like a sweet treats and crunchy. The address of business is at Block 5-3-08, Jalan Mohd Saad, Bagan Jermal, 12300, Butterworth, Pulau Pinang.

- **ORGANIZATION CHART**

Crunchy Brownies Cookies is a sole proprietorship business form. This is because our business is only a start-up business and only operate a small business. So, our organizational chart only consists the owner of Crunchy Brownies Cookies and one staff.



Owner of Crunchy
Brownies Cookies