



اَوْنُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْكَىْ مَارَا
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PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
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TOPIC: SOCIAL MEDIA PORTFOLIO



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I am grateful because I am able to complete my assignment on time. I would like to express my gratitude to everyone that is involved throughout my journey in completing my social media assignment. Thank you for the help and advice.

I hope all my hard work and knowledge that I earn from this subject will benefit me in the future. I hope I will be able to manage my business well in the future.

EXECUTIVE SUMMARY

My business called BISKIUT is registered under my name Nurul Izzati Binti Mohd Sharif and it was commenced on 20/11/2020. This is a sole proprietorship business. I am the only owner of my business and I do not have any staff. I sell two types of homemade cookies which are chocolate chip cookies and florentine cookies.

I choose to sell biscuits because I love eating biscuits. Besides, I also have the skills to bake cookies. I have baked cookies several times before I started selling them. For me, baking cookies helps me to release my stress and it is part of my hobby. I would like to share my own cookies with everyone, so that is why I choose to sell biscuits as my first business.

Next, I am very particular in choosing the ingredients. I always want to use high quality and premium ingredients. I will make sure I am using premium chocolate chips in my chocolate chip cookies to make sure the taste is amazing. Other than that, I will choose premium nuts to put in my florentine cookies which are almond flakes, sunflower seeds and pumpkin seeds. The taste of the cookies is not too sweet as I am concerned about the people that do not like food that is too sweet.

These biscuits can be enjoyed by everyone on many occasions. For example, while watching movies, serve guests, wedding door gifts, bring to picnic and many more. The target market is huge. My potential customers can check out my social media which is Facebook Page. I share everything about my biscuit on Facebook Page.

Lastly, I consistently posted teaser, soft sell and hard sell as my marketing technique. The AIDA selling concept is included as well as my marketing strategy.

2.0 INTRODUCTION OF BUSINESS



BISKIUT was incorporated on 20 November 2020. It is called BISKIUT because the name is catchy and trendy. It represents 'biskut' in Malay means cookies and the spelling 'kiut' represents cute. The idea of this name is by my parents. Both of my parents suggested this name and I love the spelling and the pronunciation. People can easily remember this name as it is catchy. The name also gives the actual meaning that our brand is selling cookies which are Chocolate chip cookies and Florentine cookies. My business is concerned with the quality of the ingredients that used to make the homemade cookies. All of the ingredients are premium as we are concerned about the taste of the cookies. The homemade cookies are baked by myself. This is to make sure our cookies will always be high quality. We packed and arranged our cookies in nice bottles to make sure the cookies will not easily break. The packaging is convenient and can brings it anywhere you go and also suitable for many occasions such as to bring to picnic, gifts to families and friends, wedding door gifts and many more.

This business is fully operated through online platforms which are Facebook Page and Whatsapp. The cookies are homemade and it is located in Kajang, Selangor. For customers who are living nearby can self pick up at Kajang and we also offer Cash on Delivery services (COD). The charge of COD might be different because we charge based on distance. The range of the COD charge is RM2- RM5. Other than that, we also provide postage to customers who are living far from our place. The postage fee cost RM8. We wrap the packaging nicely to make sure all the cookies are secure and would not break easily.