



اُنْبُوْا سَبِيْقِيْ تَنْكَبُوْا لُوْجِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHI (ENT 530)

SOCIAL MEDIA PLATFORM REPORT



THE CHEESEKUT BY IS

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EXECUTIVE SUMMARY

The Cheesekut by IS offers very delicious desserts for their customers, as well as a variety of toppings and gives their customers high satisfaction. The main objective to be achieved for business is to hear the voice of our customers. As we promote every month, we offer an affordable and reasonable price, deliver free of charge to the chosen area, and deliver the best quality dessert to our customers.

In mid-2020, our company began. According to the customer review and feedback, our dessert gave the best dessert taste and makes the customer fall in love with it. Besides, our dessert is less sweet, cheesy, crunchy, so it's easy for them to eat, whether they're kids or adults. Many customers also like this product because of cheap and affordable prices. This product therefore provides a good insight into the continuation of sales to our customers.

The Cheesekut has sold over 100 boxes for the two desserts of cheesekut since the opening. The result has demonstrated a strong profitability in our sector by rising the demands for our product. The Cheesekut is therefore a good product of choice that can be applied further to various areas as the company continues to expand.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business

For my small company, The Cheesekut by IS is the name and brand. It is our product focused. The meaning of that name, The Cheesekut, is that we sell dessert that is literally derived from the words "cheese" and "biskut" and IS the short form that comes from my name, Izzati Shahar. We have kids, adults and sweet lovers for our target market because they are always eating something sweet. This is our company logo.



Name of Business	The Cheesekut by IS
Type of Business	Enterprise
Business Address	Lot 5990, Jalan Kerdas 4, Batu 6, Jalan Gombak, 53100, Kuala Lumpur
Corresponding Address	izzatyshahar1998@gmail.com
Phone Number	012-2280907
Business Category	Food & Beverage
Main Activities	Sells Desserts
Facebook Page	https://www.facebook.com/TheCheesekutbyIS