



اُنيُورسيتي تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

INDIVIDUAL PROJECT

COURSE: PRINCIPLES OF ENTREPRENEURSHIP

CODE: ENT530

NAME OF PAGE BUSINESS:

COOKIES & CHILL

GROUP: NBH6A

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EXECUTIVE SUMMARY

Cookies & Chill is a business that produce Chocolate Chip Cookies for any cookies lover especially chocolate chip cookies. This product is created to provide and enhance the experience for the customers to get a luxurious taste of cookies that fully made at home. The target market for this business is for household and retailer around Hulu Langat and Cheras area. The business also deliver their product outside from those area.

Cookies & Chill is a sole proprietorship business who started the business on 26th September 2019. Since then, Cookies & Chill got many orders from customers who bought this product because of the luxurious tastes that comes with an affordable price. Cookies & Chill use social media as a medium to introduce, promote and sell the product. Currently, the business use Facebook as a main medium to promote and sell chocolate chip cookies.

Since the establishment of this business, the main target for this business is to attract many new customers by using variable marketing technique. The business started by giving teasers post to their followers on Facebook to arouse widespread attention before launching the product and at the same time, the business build excitement and expectations through customer curiosity. Not only that, the business also build and maintain their relationship with the customers by providing soft sell posts to give them a new knowledge and information about the product. In order to attract the customers to purchase the product, Cookies & Chill also provide many hard sell posts in the Facebook.

A lot of customers are satisfied with the product that are cheap but worth it. Cookies & Chill also offers many promotion and discount for the product from time to time. Since the establishment of the business until now, Cookies & Chill are getting much more new customers and getting bigger than expectation. Hopefully, the business will move forwards everyday and achieve their objectives someday.

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1.0 INTRODUCTION OF BUSINESS

1.1 Name and address of business

The name of this business is Cookies & Chill as we provide cookies as our main product. Below are the details about the business information.

Name of Business	Cookies & Chill
Business Address	No 12 Jalan Mutiara 9, Taman Sri Nanding 43100 Hulu Langat, Selangor
Form of Business	Sole Proprietorship
Contact Number	017-6957516
Email	m.izzatrosnan@gmail.com
Date of Commencement	26 th September 2019