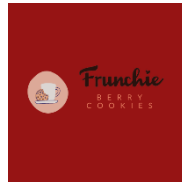




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**FACULTY OF BUSINESS AND MANAGEMENT
UiTM CAMPUS PUNCAK ALAM (SELANGOR)**

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**



**SOCIAL MEDIA PORTFOLIO
(FRUNCHIE COOKIES)**

PREPARED BY:

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EXECUTIVE SUMMARY

Frunchie Cookies is a sole proprietorship business that owned by Ms. Nurul Fazliana binti Basirun and have a few staffs to run the business together. Frunchie Cookies has a mission of providing the best quality of cookies and crunchy and to make it happen, they are using premium ingredients such as Callebaut chocolate and dried cranberries which are the main ingredients on the first product.

Meanwhile for the vision, Frunchie Cookies also targets to create a well-known brand and expanding its business to a bigger place. To add, the Frunchie Cookies also aims in providing good services and a product that can be accepted by every level of people.

Frunchie Cookies targets everyone can consume and enjoy this product by serving lower level of sweetness inside of cookies and crunchy. Frunchie Cookies provides variety of flavour that has a taste of sweet, bitter and sour which is compatible with the Malaysian taste. To add, to attract people's interest in this product, they also comes with the idea of providing a reasonable price.

Next, the location the Frunchie Cookies based is also in a strategic place. It is an important thing to consider to start a business. By having a strategic place, many customers will come and visit the store and it is good for the business. Besides, the customers themselves can pick up their order if their place is near with the Frunchie Cookies store.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of business



Figure 2.1 Company Logo

Frunchie Cookies is a business name for our main product that includes cookies and crunchy. Frunchie Cookies is categorised as a sweet dessert based product because it is served with extra dried berries on top, made with variety of chocolate as a base and it can be enjoyed during leisure time. Our motto or slogan is “A Frunchie A day, Keep the Stress Away” that shows our product can be your stress reliever. For the target market, our product can be consumed by everyone, no matter how old or how young a person is. It is due to low level of sweetness of our Frunchie Cookies.

Location is the place where a business decides to site its operations. It is crucial to get the right location where it can attract the customers or people to visit our store. So, we choose No.152, Jalan Merdeka, Taman Melaka Raya, Melaka, Melaka Raya, 75000 Malacca as our base to our Frunchie Cookies.

