



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكُوْ لُوْ كِيْ مَارَا
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MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

SOCIAL MEDIA PORTFOLIO

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Thank you.

EXECUTIVE SUMMARY

Cravery Pretzel is a company that sell cookies and chocolate. Since I love chocolate and pretzel because of the combination of salty from the pretzel itself and milky taste from the chocolate. The ingredients of the Cravery Pretzel are using a premium chocolate and pretzel and definitely homemade. This is because quality and satisfaction of customer are the main priority. Cravery pretzel main market is a chocolate lover and a person that wants some unique taste. A good combination from premium chocolate and salty pretzel creates a unique taste that brings a joy to everyone that taste it.

Moreover, Cravery Pretzel established on November 17, 2020, at Cheras, Selangor. Cravery Pretzel sell affordable cookies with high quality of ingredients. There are Facebook Page for this business to promote the product. I had posted the teaser. Poster and picture of the pretzel as well hard sell and soft sell.

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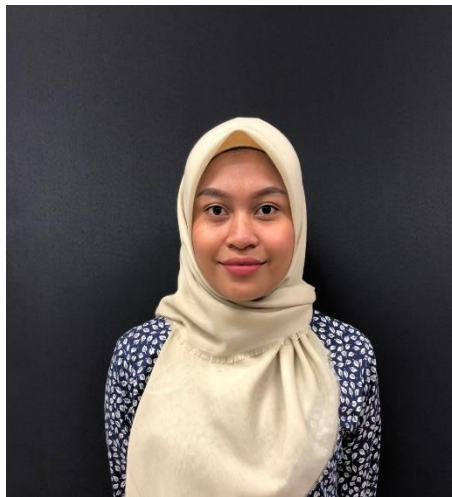
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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business

The name of the business is Cravery Pretzel. The name was chosen because we always craving to eat our own product and the name of Pretzel come from the ingredients itself. Next, our address is A3a-09 Green Suria Apartment, Jalan Green Suria, Bandar Tun Hussein,43200 Cheras, Selangor.

2.2 Organizational Chart



YANG AINI BINTI GHAZALI
(Owner of Cravery Pretzel)

2.3 Mission and Vision

Mission:

Our mission is to satisfy our customers' desires by providing them with high-quality pretzel and chocolate products that are also reasonably priced and delivered on time. We strive to provide customers with trendy, high-quality products and to produce products that will satisfy our customers' wants and expectations, as well as to assist people in earning an income.

Vision:

Become the most well-known Cravery Pretzel group in Malaysia, and promote Cravery Pretzel across all online platforms.