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PUNCAK ALAM, SELANGOR

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ENT530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO Que's Kitchen

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EXECUTIVE SUMMARY

Que's Kitchen is to make cookies, cakes, desserts that have their own special features. all cookies, cakes, desserts are made homemade. The advantage of this que's kitchen is that it makes cookies that have a different flavour than the others. Most customers of Que's Kitchen are satisfied with the cookies that have been produced.

The owner of this business is madam Quewellyshadore Lewan Inoi. she manages her business on her own. she will use social media platforms to promote and sell her products. at present she only does business online around Bintulu, Sarawak.

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2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

Que's Kitchen is the name of the owner as well as the kitchen. She puts this as a business name because it's easy to remember and recognize. Que's Kitchen makes cookies, cakes and desserts. but the main focus of Que's Kitchen's business is its cookie products. The cookies have a variety of flavours that can be tried. Que's Kitchen main target is to everyone who loves cookies and people who are busy working in the office. Que's Kitchen's business location is at his own house at Jalan No73 Taman Jasa Putrajaya, Jalan Sebieuw 97000 Bintulu.



Que's Kitchen

2.2 ORGANIZATIONAL CHART

QUEWELLYSHADORE LEWAN INOI

(owner)



staff

2.3 MISSION

- To be a product that people love.
- Give satisfaction to customers.
- To be the product of choice for the people

2.4 VISION

- Making Que's Kitchen products a famous and profitable brand

2.5 DECRPTIONS OF PRODUCTS / SERVICES

Que's Kitchen makes cookies, cakes and desserts. The cookies have a variety of flavours and delicious. The flavour such as nuttela, semperit dahlia, coffee, milk, and pineapple. Each product will be kept clean to avoid food poisoning customers. the reason for cleanliness is number one. Que's Kitchen also uses its own packaging to further reveal its identity. each package is carefully inspected to avoid any damage to the food. Que's Kitchen also uses online payment and also accepts cash payments from customers.