



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# ENT530

Principle of Entrepreneurship

(SMP Report)



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## **Executive summary**

Golden Crust Cookies is the name of our business that focuses on selling a variety of cookies. The main objective that is to achieve for the business is to offer unique experience and taste to our customer with affordable prices and luxurious taste in every bite.

Our business was started on the fifth of April in 2019 in Ipoh Perak. There are bunch of customers there that have tasted our magnificent product and they give positive feedback. From that, Golden Crust Cookies always find ways to improve our recipe and attract customers around Malaysia. To add, our cookies are also liked by many due to the affordable price and a good product. Hence, this product provides a good insight for the continuation of sales to our business.

At the moment, Golden Crunch Cookies is owned by Maszatul Shameera, who is my Instagram friend and me as a co-founder. Our business also uses Facebook page as a platform for us to interact with our customers and gain attention and sales. We will promote Golden Crunch Cookies by doing teaser posting, soft sell, hard sell and any promotion.

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## 2.0 INTRODUCTION TO BUSINESS



### Golden Crust cookies

The name Golden Crust cookies are described as our signature cookies which are chocolate chip cookies. The reason why we chose this name is because we would like to emphasize the perfect golden colour of cookies and the crunchiness in every bite. Using characteristic of the cookies into our company name make it sound appetizing and mouthwatering.



The Golden Crust cookies business is located in Ipoh, Perak. The production of cookies is also being made there and being delivered from there. For now, our focus target market is at the area of ipoh as the cookies are easy to deliver to customers by cash-on-delivery. This place was our starting place in this business journey