



SOCIAL MEDIA PORTFOLIO

Pika.AmyCookies



PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

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Executive Summary

AmyCookies is a brand for our cookies, where Amy is the founder of AmyCookies herself. Pika.AmyCookies happens because Pika is part of the agents of AmyCookies HQ. The primary purpose of this business is to sell cookies that are drizzled with quality melted chocolate and can withstand the crunchiness for a month. AmyCookies also started selling these cookies at very affordable prices.

Our business started on Facebook on May 31, with the fewest sales collections beginning with three types of cookies flavours. Over time, we created many more new products to increase sales by following customer demand. In terms of price and quality, sales of our products are very intense because too many sellers sell products that are more or less the same as us. Even so, our products continue to run and increasingly generating a lot of sales despite not being known to many.

Since the beginning of our business, the sales made here are not many and not less, enough to exceed our sales target for every three months. Demand and sales of our products by customers show our profits in good condition. This month's last sales is in conjunction with Hari Raya Aidil Adha, and we have also made a new form of sales by making packages such as Gift box

2 Introduction To Business

2.1 Business Name and Address

The business name chosen and given is Pika.AmyCookies where AmyCookies is the founder and maker of these cookies. The name Pika was chosen because Pika is the wrong name of the person who sells this AmyCookies product, or in short, Pika is an agent of this AmyCookies.

The motto for our product is "Crunchiness of homemade cookies with melted chocolate sauce in the mouth" . It can be shown that our cookies are delicious and still crunchy even after being drizzled with high-quality Beryl's chocolate will melt in the mouth. A motto like this can increase customer trust in our products and give them happiness.

Our product targets are open to all, from children five years old and up to adults or the elderly. It is also available to the elderly as our products are not too sweet as we use brown sugar instead of white sugar. Similarly, we do not add any ingredients to the sauce except the sauce itself for chocolate sauce.

The logo used by this business is "AmyCookies" itself which is black and white themed.



Figure 1.1: Logo for business