



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO: MYBESKUKI

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EXECUTIVE SUMMARY

MyBeskuki is a premium cookie that using a premium butter for every cookie that are made. Three types of cookies flavour have been produced for this business which are cornflakes, almond, and cranberry raisin. It comes in tasty various flavour. Other than that, the price is also affordable for each flavour, which is only RM 22.50 for one box. The targeted audience is all ages. It is because the cookies are suitable to eat for every occasion. This cookie is kids favourite since it is made from pure butter which it prevents customer from having queasy feeling.

To increase clients' interest in the product, MyBeskuki constantly makes a free postage and discount offer. Following that, the platform for this online business is Facebook and WhatsApp, which were picked because the majority of the targeted customers use these online platforms. As a result, it is easier to attract online customers and increase sales at the same time. Therefore, by building this brand "MyBeskuki," I believe it can be further developed as the business continues to grow day by day due to the satisfaction of MyBeskuki's consumers' tastes.

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2.0 Introduction of Business

2.1 Name and Address of Business

The business name is known as MyBeskuki. The reason why MyBeskuki is selected for this cookies brand's name because the business wants to show that it has the best cookies that customer can have. As we know, mostly cookies are made with cheap butter which it will affect how the cookies will taste. Thus, instead of using normal butter, MyBeskuki is using high quality pure butter to maintain the taste which makes our cookies taste different from others.

The company's address is 1E-2, Markas Polis Marin Wilayah 1, 11700 Batu Uban, Pulau Pinang. Since the business is still new in the industry, I was required to work from home since all the process is run here. As a result, I decided to launch my business from the comfort of my own home.



MyBeskuki's Business Logo



MyBeskuki's Location