



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME: FACULTY OF BUSINESS AND MANAGEMENT &
BACHELOR IN OFFICE SYSTEMS MANAGEMENT

SEMESTER: 3

BUSINESS NAME: SISTER'S COOKIES

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EXECUTIVE SUMMARY

In this report, I have stated on what purpose of we run this business, we are starting this business of manufacturing chocolate cake brownies. Name of the business is Sister's Cookies which produce "ChocoBite". The first chocolate cake brownies in a jar. Our target market is whole area especially in Puncak Alam and Shah Alam. The business will plan to move forward to produce a delicious ChocoBite.

Sister's Cookies is a business that is based on a partnership type of business, where it consists of three people. Furthermore, in the report, it also stated that our business information, which is includes the business background such as locations, contact information, business names, logo, vision, and mission and many more. Sister's Cookies is on the food and beverages industry. Sister's Cookies concept is homemade product which produce and sells good and delicious kind of chocolate cake brownies in a jar with two different flavors.

To further the business, Sister's Cookies use Facebook as strategy to have better plan and ideas in making the business succeeded. Facebook are the best platform to use for the best marketing purpose. They are many targeted customer in Facebook. These helps Sister's Cookies to look on a wider scale and can do more strategic plan to improve the business in a better way.

Sister's Cookies aims to offer a very high quality and variety of flavors with affordable price that will suit customers craving. Sister's Cookies also using a very high-quality ingredients to produce the ChocoBite. We are using a high-quality chocolate such as, Chocolate Cadbury DairyMilk and Beryls. The difference between our product and others are, this is the first people eat chocolate cake brownies in a jar.

2. INTRODUCTION OF BUSINESS

2.1 Name and address of business



Our business name is Sister's Cookies. Our address of business at Bucida Warnasari 2, Seksyen 13/1, Seksyen 9, 42300 Puncak Alam, Selangor.

2.2 Organizational chart

