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BRILLIANCE BITES

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Executive Summary

Brilliance Bites is a partnership business between two persons which are Nur Shafiqah binti Bahdum and Najwa binti Sulaiman. We decided to become an agent for Mellow Team to sell their products. Brilliance Bites was established on October 2021. We are focusing on selling Mellow's products which are Mellow Cookies and Mellow Crunch.

As we know, bubble rice fills with chocolate or also known as Choco Jar has become a trend now as it is considered as a dessert. Most of people love to eat this while doing their work, study or anytime to release their mind while doing their work. So, we think that by selling Mellow Crunch and Mellow Cookies, it would be a great idea for us to catch our customer's attention as we are a first time business owner. In addition, Mellow's products has also received a lot of good feedbacks from their customers, that is why we are very confident to become an agent under Mellow's Team to see their progression.

Our target customers are all age groups. This is because mostly everyone loves to eat this kind of dessert since it contains of chocolate. As we know that teenager, adult and even children love to eat chocolate. So, Mellow's product are the best product to be sell to the public. Also, we aimed all age group because sometimes people can eat any of the Mellow's products to release their stress or anything. In addition, chocolate also known as stress reliever so those teenagers or adults especially students that feel stress about their studies or work can eat it to release their stress.

Brilliance Bites is a business that started solely on Facebook. We use Facebook platform to promote our business because Facebook is one of the famous social media platform in the world. Also, by using Facebook platform it is able to reach our potential customer. People can easily find anything that they interested with in Facebook. In our Facebook page, we posted some teasers, hard sell and soft sell to promote our business to the public. We always do some postings to let the potential customer to know about our Mellow's products.

1.0 Introduction of Business

1.1 Name and address of business



The name of our business is Brilliance Bites. We decided to use this name for our business because we think that once our customer munch our product, it will give them the feeling of joy while eating our product. Moreover, brilliance can be referred as sparkle hence, our business logo background looking like a sparkle of chocolate. As for bites, it refers to our product which consist of cereal and cookies. Thus, we came out with the name “Brilliance Bites” as our business name since we think that it is suitable name to attract customer.

Brilliance bites is located in Dataran Pahlawan Melaka Megamall, Melaka. It is a great place to get many customers to try and buy these products since many people would come to the shopping mall every day. Therefore, it is a strategic place to open a small shop in Dataran Pahlawan Melaka Megamall, Melaka. Also, Brilliance Bites was established on December 2021. It is still considered a new business since it just started a month ago.