

# THE COOQIS BOX

BY FS



01

THE NEW FACE OF BAKING

SINCE 2020



اُنْدُوْسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



# SOCIAL MEDIA PORTFOLIO



- **Group Members** : Fariesha Syazwani binti Azmir (2021149453)  
Salmiza Ainatasya binti Mohd Zurimi (2021190051)
- **Faculty** : Faculty of Accountancy
- **Programme** : Bachelor of Accountancy (Hons.)
- **Class** : MAC2204B
- **Lecturer** : Madam Siti Nazirah binti Omar



# EXECUTIVE SUMMARY

The CooQis Box by FS is one of the agent of The CooQis Box Enterprise. We sell melted cooqis and soft cookies with variety of toppings. The business is own and run by 2 individuals, which are Fariesha Syazwani Binti Azmir and Salmiza Ainatasya Binti Mohd Zurimi. Our business is based in Cheras, Selangor.

The CooQis Box by FS always strive to provide the highest standards of care to our customer and it will be disapointing if we don't. Our target audience is for those who enjoy eating desert especially cookies and chocolate in Malaysia. We are using premium products to bake our cookies to serve our customer the best from the best among the cookies that they have tried.

We are using facebook as our main platform for marketing purposes. We noticed that Facebook has broader engagement with customers as compare with other social media platforms. The CooQis by FS uses both hard and soft sells to attract and engange with our lovely customers. For ordering purposes, we are using WhatsApp as it is widely use by the people in Malaysia.



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**NAME OF PRODUCT:**  
The CooQis Box

**ADDRESS:**  
Lot 2143, Jln Nuri 2, Kg  
Batu 10, Off Jln Cheras,  
43200 Batu 9 Cheras,  
Selangor



**VISSION:**  
To be one of the most  
preferred homemade  
cookie brands,  
delighting and satisfying  
our customer with the  
best products.

**MISSION:**  
To provide perfect  
home-made style  
cookies to the market  
without preservatives