



اُنْبُوْا سَيِّئَاتِيْ تَكُوْنُوْا لِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY OF TECHNOLOGY MARA (UTM)
CAMPUS PUNCAK ALAM**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
HUMAN RESOURCES MANAGEMENT (BA243)
SEMESTER 4 2020/2021**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
SOCIAL MEDIA PORTFOLIO (40%):
COOKIELICIOUS**

PREPARED BY:

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2020859788

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2020847692

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PREPARED FOR:

NUR NAJDAH BINTI ABD RAHIM

SUBMISSION DATE:

15 JULY 2022

ACKNOWLEDGEMENT

First and foremost, we want to express our sincere gratitude to Allah, the Almighty, for all of His blessings that helped us finish this report. The hardships that we surely faced are beneficial and will help us in the future.

To Miss Nur Najjah binti Abd Rahim, we would like to offer our heartfelt gratitude. We appreciate you making **Principles of Entrepreneurship (ENT530)**, a simpler subject to learn and we sincerely appreciate your unwavering encouragement and support. You have demonstrated to us an alternative method of instruction that does not fully rely on being spoon-fed information and makes extensive use of our critical thinking skills. Working and learning under your direction was an honor.

As a pair group, we would like to express our gratitude for our sacrifice. We support and encourage one another as well as other members who need assistance. Not to forget, we want to thank everyone who helped with our report, both directly and indirectly. We appreciate the support on the project from all of you, our cherished friends, family members. We are sincerely appreciative to everyone who helped us elevate these ideas above the basic level and deliver something practical, and we are pleased in our humility to say how genuinely grateful we are to them. Things would not have been as wonderful without them.

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EXECUTIVE SUMMARY

Through web enterprises, Cookielicious was created to market and sell two extremely expensive flavors—VELVETO and SEASALTO—to a specific household population. The originality of our cookies, together with their reasonable price and upscale flavour, are our primary goals for our customers.

The increasing demand among Malaysian youth is another reason why we think our cookies will continue to hold a large market share. Our cookies stand out from the competition because we employ a special recipe and concentrate on introducing our generation to more premium flavours. In the making of these cookies, we have also used very high-quality product and high-quality ingredients to be served to customers who are very fond of sweets such as cookies.

By using the high-quality ingredients, Cookielicious has the ability to increase its market share and offer a delectable flavour that will forge enduring relationships among family and friends. Customer feedback indicates that our products have an amazing flavour because our cookies' flavour sticks with them forever. Besides, our scrumptious cookies will attract a range of groups including youngsters and adult. For someone who is a workaholic or who is too busy to take a break, our straightforward yet high-quality homemade recipe and bite-sized cookies will undoubtedly save time and energy. They can eat our cookies as a quick snack whenever they want, anyplace, and our cookies can also be shared with family and friends. We believe that Cookielicious will ensure that our cookies always in demand and were produced with efficiently ways.

In this paper, we introduce Cookielicious and disclose knowledge about the business. Along with that, there is complete information on the registration business certificates for both members, a link to our Facebook page, postings with teasers, hard sells, soft sells, visuals, and a sales figure of our company. For a newcomer company like ours, business strategy is crucial. As a result, all of our Facebook posts are based on the copywriting skills we have learned to help us set competitive moves and actions that a company can use to draw clients, achieve competitive advantage, boost performance, and accomplish organisational objectives.

1. GO-ECOMMERCE REGISTRATION


1.1. Aishah Faridah binti Ahmad Fathil (2020859788)

The screenshot shows the user profile page for Aishah Faridah Binti Ahmad Fathil on the Go-eCommerce platform. The page is divided into two main tabs: 'PERSONAL PROFILE' (active) and 'BUSINESS PROFILE'. The user's name and ID are displayed at the top left. The 'Personal Information' section contains fields for Name, Phone/Mobile, New Identity Card No., District, Email Address, Postcode, City, Personal Instagram, State, Race, Personal Facebook, Special Need, Gender, and Marital Status. The 'Institution Information' section has an 'Add New' button. The 'eCertificates' section includes a link to download a programme eCertificate and a list of eligibility criteria. The 'Completed Online Training' section is currently empty.

Go-eCommerce
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE


AISHAH FARIDAH BINTI AHMAD FATHIL

Personal Information

Name	:	AISHAH FARIDAH BINTI AHMAD FATHIL	Phone/Mobile	:	Edit
New Identity Card No.	:		Home Address	:	
Email Address	:		District	:	
City	:		Postcode	:	
State	:		Personal Instagram	:	
Personal Facebook	:		Race	:	
Gender	:		Special Need	:	
Marital Status	:		Required	:	

Institution Information [Add New](#)

eCertificates

[Click here to download Programme eCertificate now](#)

This is only available for users who:

- Have completed all 7 eUsahawan chapters on Malaysia Digital Academy before end of 2018
- Have completed a digital entrepreneurship course at a partnering tertiary institution


Completed Online Training

1.2. Nur Syasya Amirah binti Abdul Razak (2020847692)

Go-eCommerce
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE



**NUR SYASYA AMIRAH
BINTI ABDUL RAZAK**

Personal Information

Name	: NUR SYASYA AMIRAH BINTI ABDUL RAZAK	Phone/Mobile	:		Edit
		Home Address	:		
		District	:		
New Identity Card No.	:	Postcode	:		
Email Address	:	Personal Instagram	:		
		Race	:		
City	:	Special Need	:		
State	:	Required	:		
Personal Facebook	:				
Gender	:				
Marital Status	:				

Institution Information [Add New](#)

eCertificates

[Click here to download Programme eCertificate now](#)

This is only available for users who:

- Have completed all 7 eUsahawan chapters on Malaysia Digital Academy before end of 2018
- Have completed a digital entrepreneurship course at a partnering tertiary institution

Completed Online Training

2. MYENT DIGITAL CERTIFICATE

2.1. Aishah Faridah binti Ahmad Fathil (2020859788)

 **UNIVERSITI TEKNOLOGI MARA** | Akademi Pembangunan PKS dan Kewahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020859788
Nama : AISHAH FARIDAH BINTI AHMAD FATHIL

Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
PENGURUSAN SUMBER MANUSIA

Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg diceburi : Makanan

Tempoh Berniaga : 1 tahun
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/Cookielicious-114550434585228>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 12 May 2022
Tarikh Kemaskini :
Tarikh Cetak : 13 May 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan teratas apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Kewahawanan Malaysia (MASMED), uga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan keartnggan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENLONG NAIB CANSELOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

2.2. Nur Syasya Amirah binti Abdul Razak (2020847692)

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2020847692
Nama	:	NUR SYASYA AMIRAH BINTI ABDUL RAZAK
Program Pengajian	:	SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGURUSAN SUMBER MANUSIA
Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Bermiaga	:	1 tahun
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://www.facebook.com/Cookielicious-114550434585228
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	12 May 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	12 May 2022
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan teraatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED), uga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH		
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

3. SSM REGISTRATION



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

COOKIELICIOUS GLOBAL

NO. PENDAFTARAN: 202203153099 (003408504-U)

telah didaftarkan dari hari ini sehingga **17 JUN 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **18 JUN 2022**.

DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

4. INTRODUCTION OF BUSINESS

The business is called Cookielicious, and Puncak Alam Selangor is where it is headquartered. We wanted to emphasise how delicious our cookies are, so we combined the words "cookies" and "delicious" to create the name. This business was established on June 17, 2022. The company's co-founders, Nur Syasya Amirah and Aishah Faridah, are enrolled full-time at UiTM Puncak Alam to pursue a bachelor's degree in human resources. Despite this, we are still able to schedule time for both the business and our education.

As the Cookielicious team is among students, we do not have any physical store to operate our business. Every meeting, product planning and sales are conducted online in Syasya's house which located at Puncak Alam. Facebook, Instagram, and WhatsApp were the only social media channels used by Cookielicious for advertising and business operations. Additionally, our company succeeds in extending its service area from the Puncak Alam region to the entirety of Malaysia. Customers can take advantage of our post delivery service and cash on delivery options from anywhere.



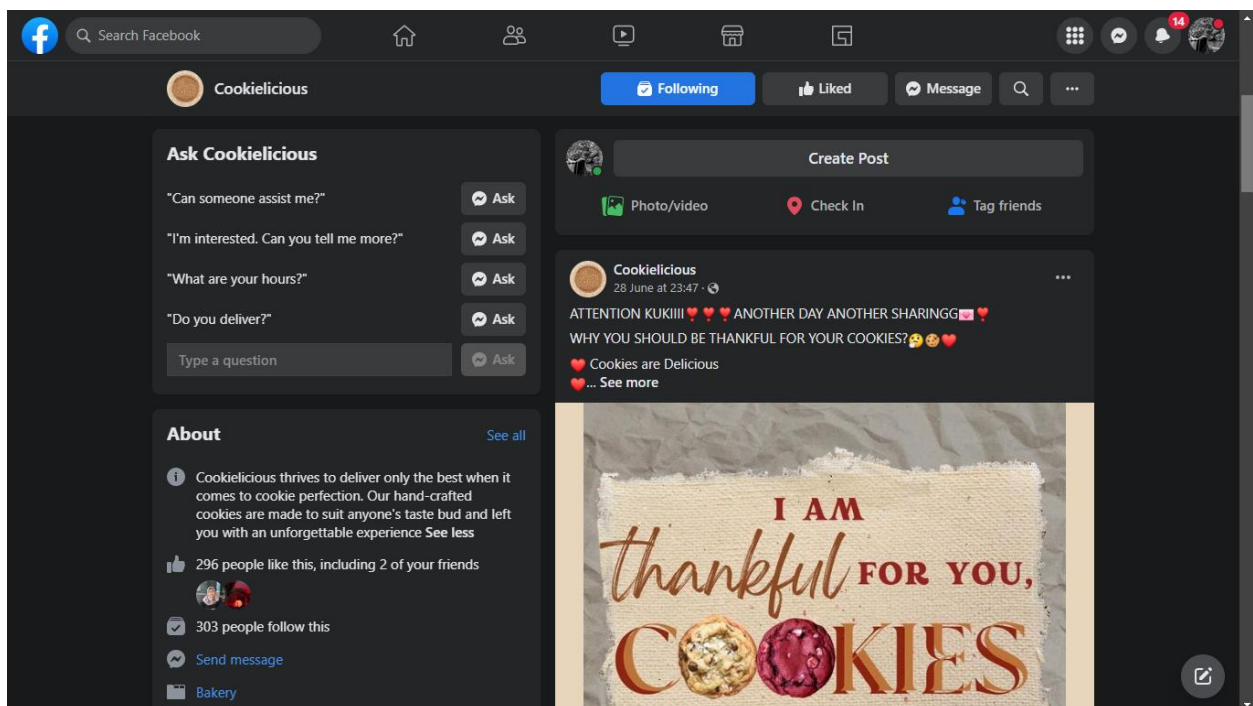
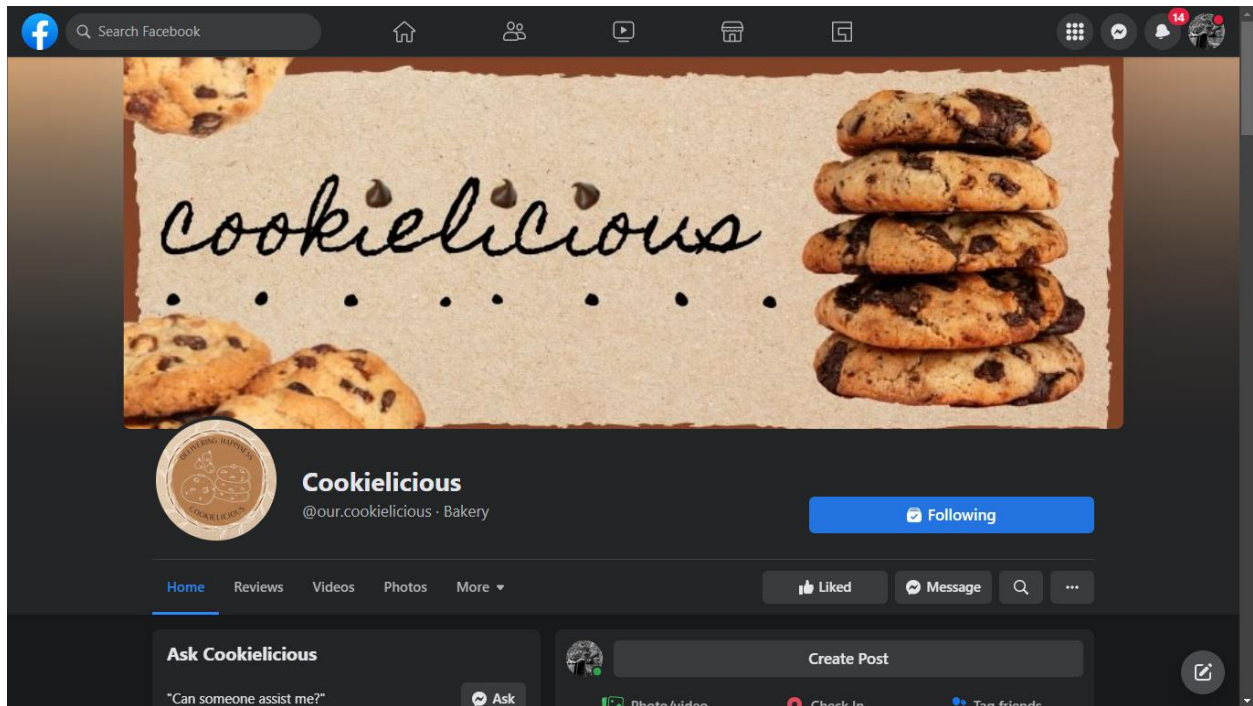
Figure 1: Logo of Cookielicious

Name of Business	Cookielicious
Business Address	
Business E-mail	cookielicious@gmail.com
Contact number	
Form of Business	Partnership
Main Activities	Sell cookies
Date of Commencement	17 June 2022
Name of Bank	Bank Islam
Account Number	

Table 1: Business Information

5. FACEBOOK

5.1. Creating Facebook Page

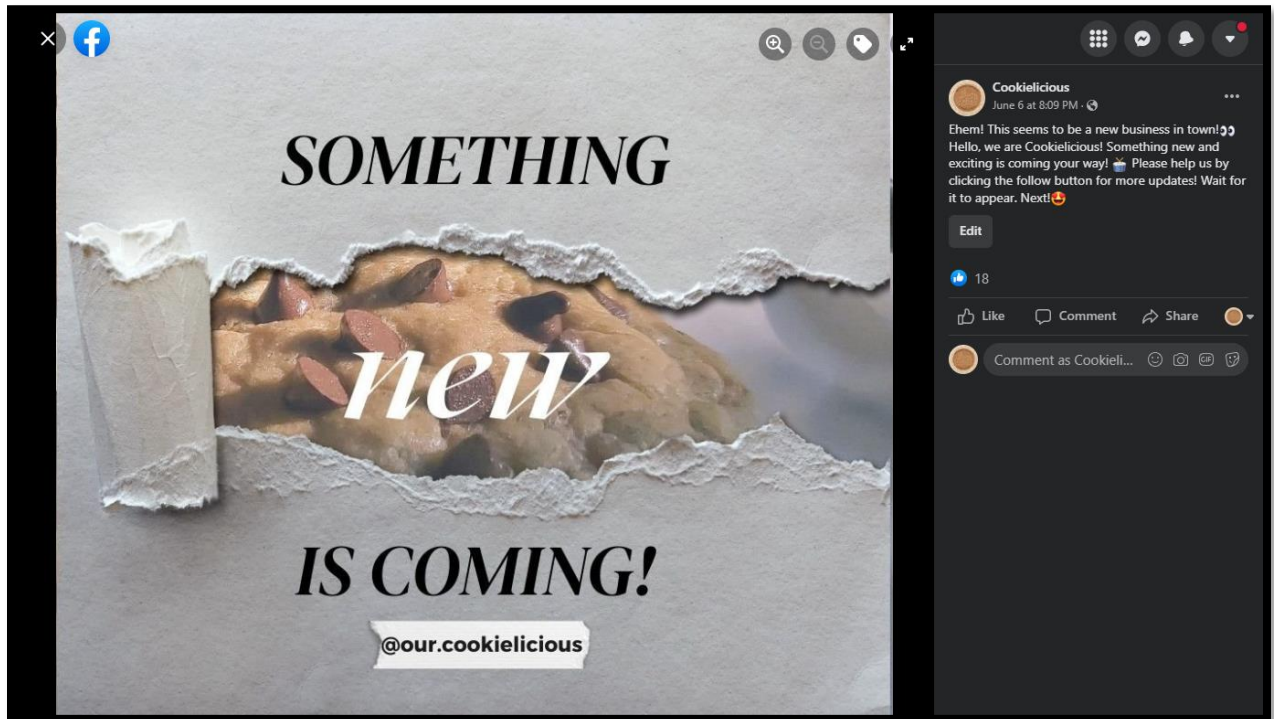


5.2. Customizing URL Facebook Page

<https://www.facebook.com/our.cookielicious>

5.3. Facebook Post – Teaser

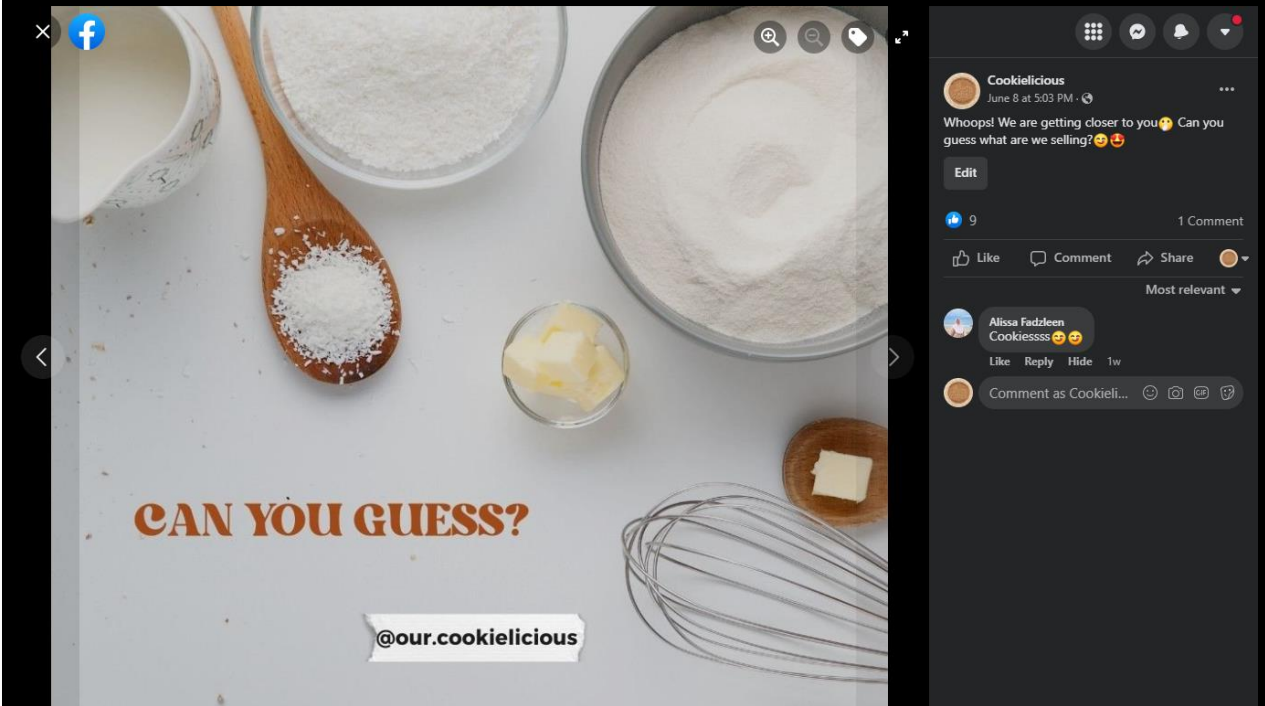
Teaser 1



Teaser 2

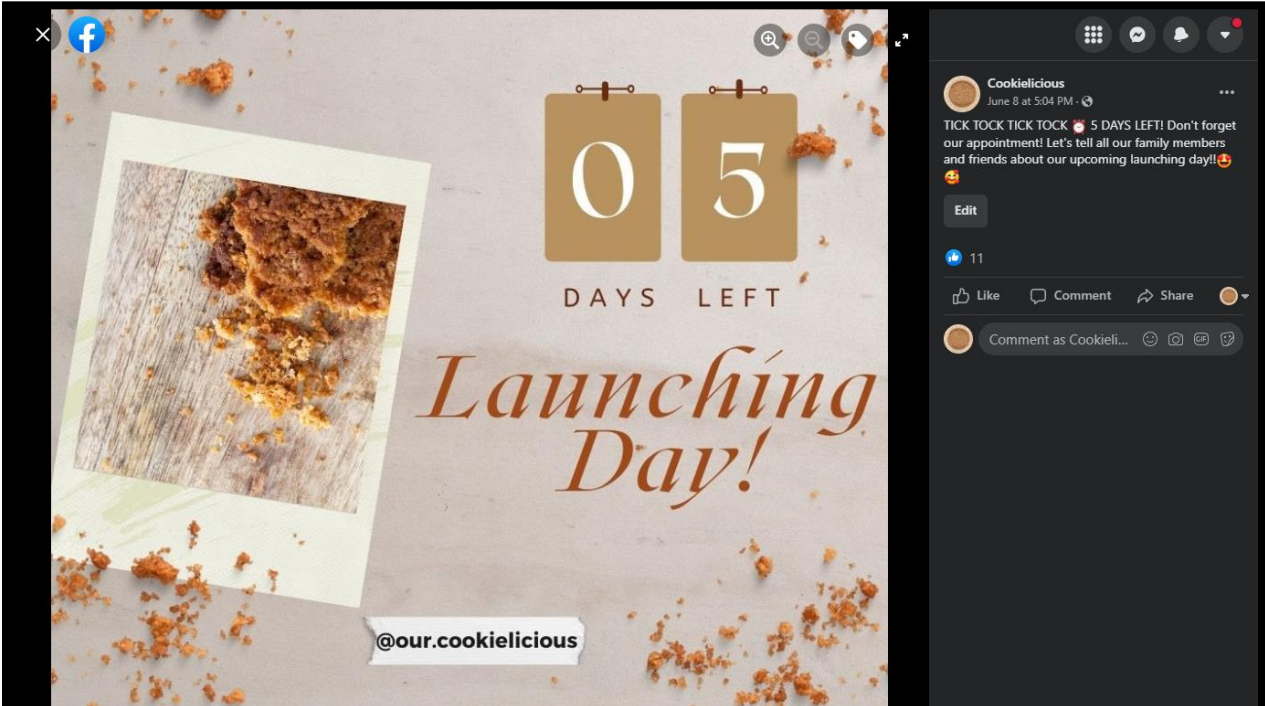


Teaser 3



The image shows a Facebook post from the account 'Cookielicious'. The main content is a top-down photograph of various baking ingredients: a wooden spoon with white powder, a bowl of flour, a bowl of sugar, a small bowl of butter, and a whisk. The text 'CAN YOU GUESS?' is overlaid in a bold, brown font. Below the photo is a white sticker with the handle '@our.cookielicious'. The post's caption reads: 'Whoops! We are getting closer to you 🙌 Can you guess what are we selling? 🤔🤔'. The post has 9 likes and 1 comment from 'Alissa Fadzleen' who says 'Cookieesssss 🤔🤔'. The post was made on June 8 at 5:03 PM.

Teaser 4



The image shows a Facebook post from 'Cookielicious'. The main content is a top-down photograph of a wooden surface with cookie crumbs. A Polaroid-style photo shows a close-up of a cookie. A digital countdown timer displays '05' with the text 'DAYS LEFT' below it. The text 'Launching Day!' is written in a large, elegant, brown script font. A white sticker at the bottom contains the handle '@our.cookielicious'. The post's caption reads: 'TICK TOCK TICK TOCK 🕒 5 DAYS LEFT! Don't forget our appointment! Let's tell all our family members and friends about our upcoming launching day!! 🤗'. The post has 11 likes and a comment from the account itself. The post was made on June 8 at 5:04 PM.

Teaser 5

Flavour?

@our.cookieilicious

Cookieilicious
June 10 at 5:35 PM

It's a flavour hint to our product 🍪 Those who guess correctly can purchase our cookies with free delivery. We are very sure that we will not make you guys upset with our products 🍪 Stay tuned with us! An exciting combination that is sure to make you want to eat again and again!

6 2 Comments

Like Comment Share

Most relevant

Rohayu Ismail
Cookies red velvet...
Like Reply Hide Send Message 1d

Abel Razak
biskut dark coklat 🍪
Like Reply Hide Send Message
See Translation 1d

Comment as Cookieili...

Teaser 6

STAY TUNED!
WE ARE LAUNCHING SOON

Save the Date

12 JUNE 2022

@our.cookieilicious

Cookieilicious
June 10 at 5:37 PM

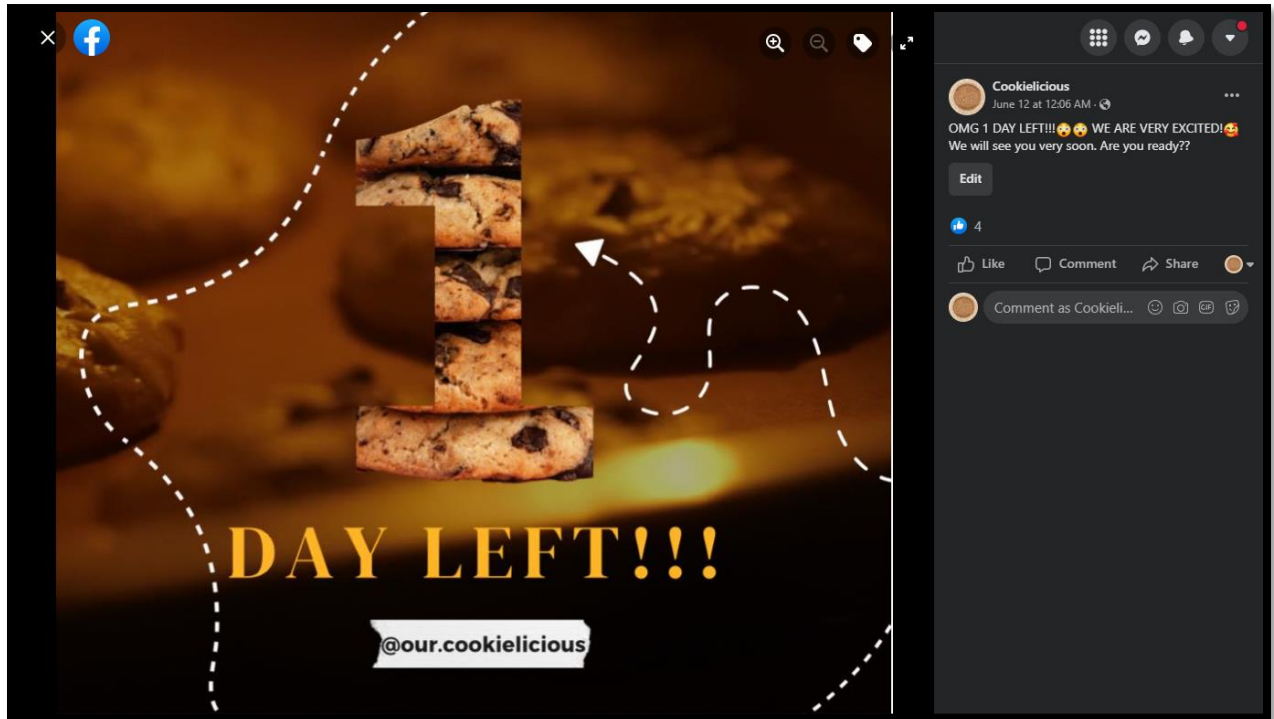
MARK YOUR CALENDAR EVERYONE! 🗓️ WE ARE LAUNCHING OUR PRODUCTS ON 12 JUNE 2022 🍪

8

Like Comment Share

Comment as Cookieili...

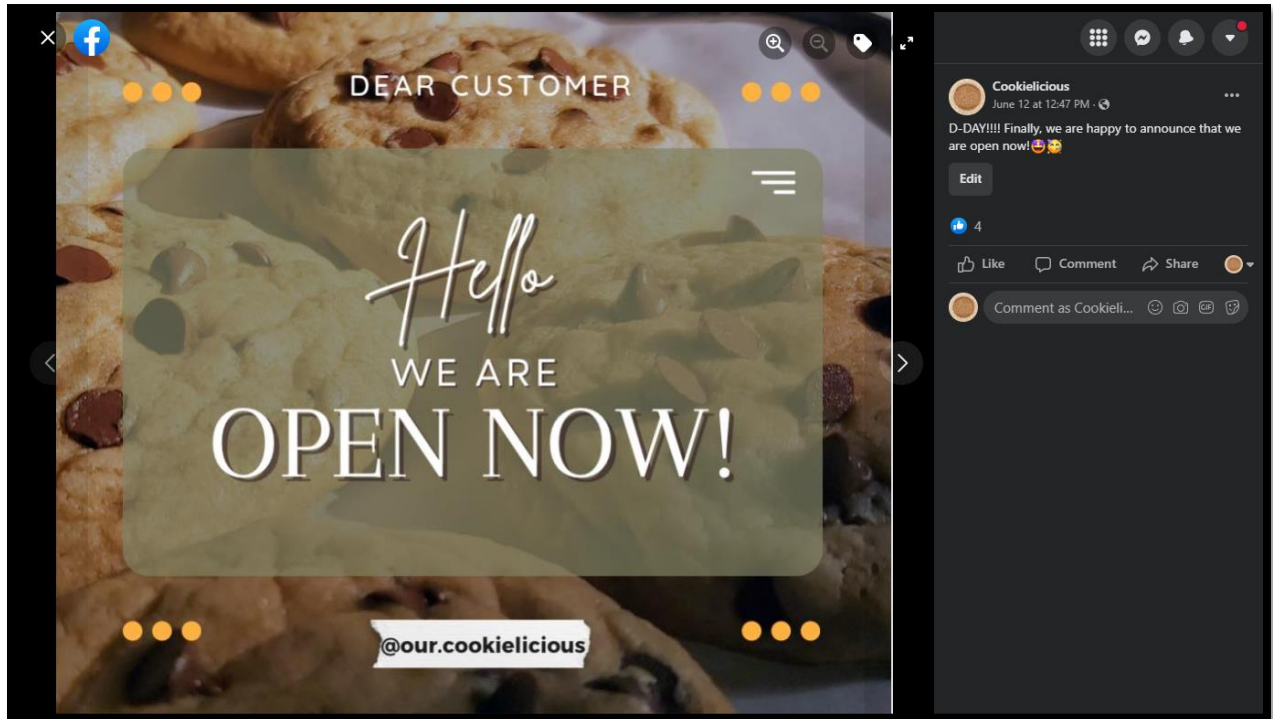
Teaser 7



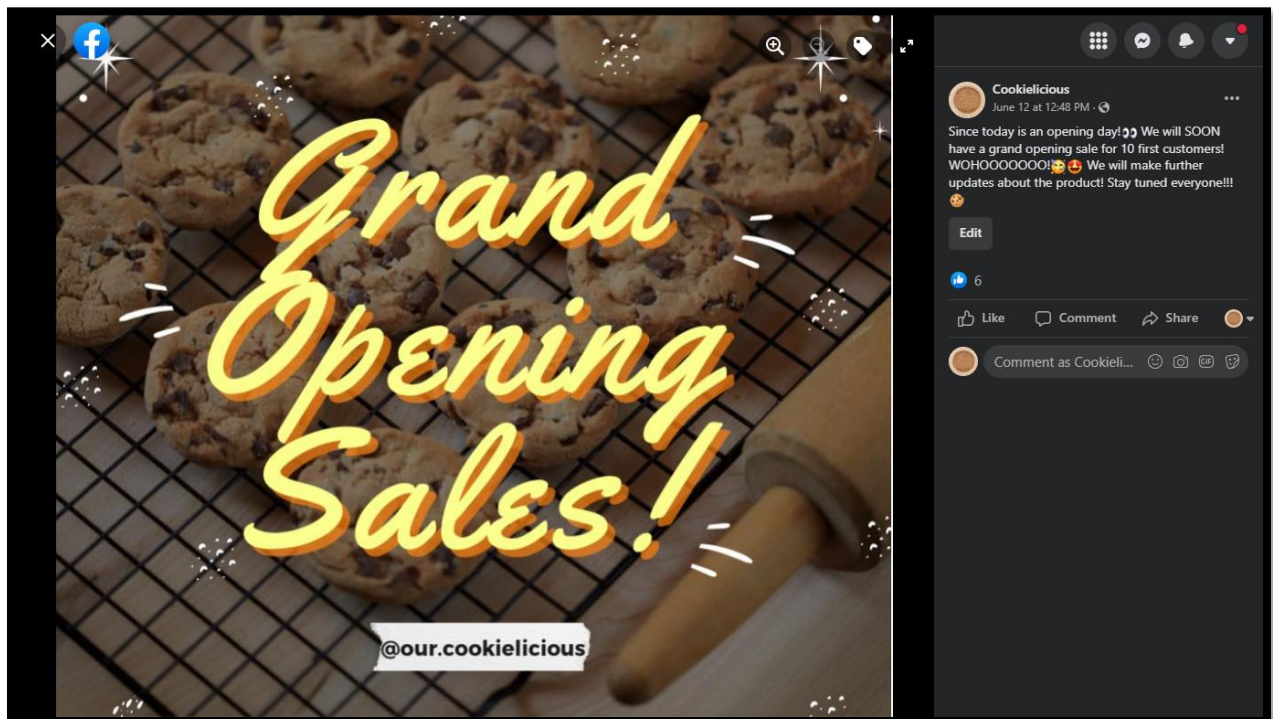
Teaser 8



Teaser 9

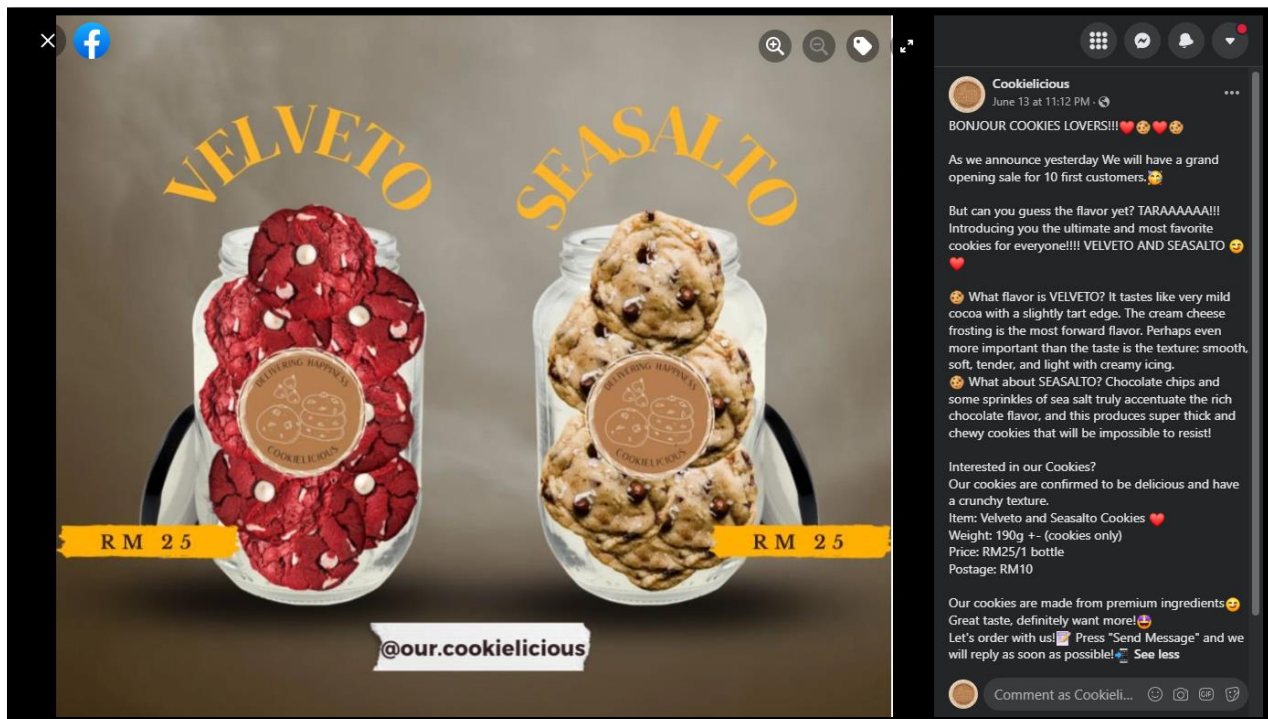


Teaser 10



5.4. Facebook Post – Copywriting (Hard Sell)

Hard Sell 1



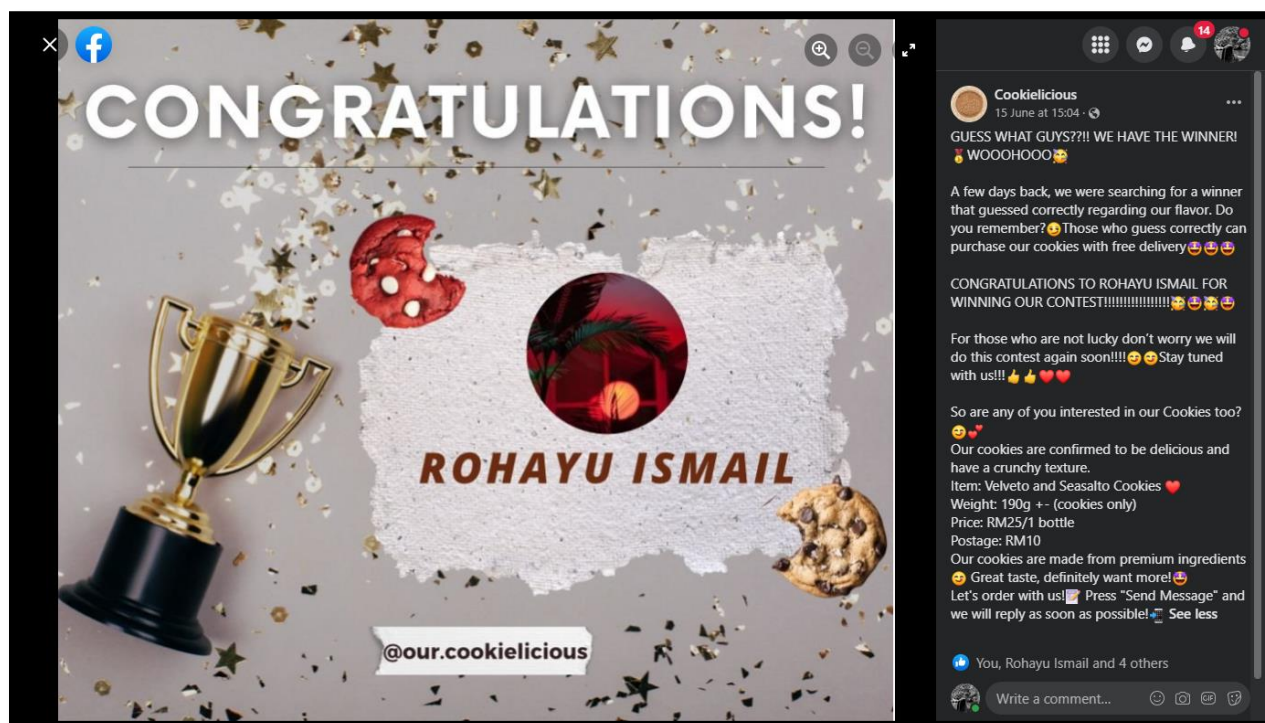
ATTENTION	BONJOUR COOKIES LOVERS!!! 🍪❤️🍪❤️🍪
INTEREST	As we announce yesterday We will have a grand opening sale for 10 first customers. 🥳 But can you guess the flavor yet? TARAAAAAAA!!! Introducing you the ultimate and most favorite cookies for everyone!!!! VELVETO AND SEASALTO 🍪❤️
DESIRE	🍪 What flavor is VELVETO? It tastes like very mild cocoa with a slightly tart edge. The cream cheese frosting is the most forward flavor. Perhaps even more important than the taste is the texture: smooth, soft, tender, and light with creamy icing. 🍪 What about SEASALTO? Chocolate chips and some sprinkles of sea salt truly accentuate the rich chocolate flavor, and this produces super thick and chewy cookies that will be impossible to resist!
CONVICTION	Interested in our Cookies? Our cookies are confirmed to be delicious and have a crunchy texture. Item: Velveto and Seasalto Cookies ❤️ Weight: 190g +- (cookies only) Price: RM25/1 bottle Postage: RM10
ACTION	Our cookies are made from premium ingredients 🍪 Great taste, definitely want more! 🥳 Let's order with us! 📩 Press "Send Message" and we will reply as soon as possible! 📱

Hard Sell 2



ATTENTION	❤️ DO YOU GUYS HAVE BEEN SEARCHING WHAT ARE THE BEST GIFT FOR YOUR FAMILY OR FRIENDS THAT WILL GRADUATE SOON????!!
INTEREST	DON'T WORRY WE HAVE THE SOLUTION ❤️
DESIRE	❤️ A thoughtful gift can have the same effect as a thousand beautifully crafted words. It can show the person you're giving a gift to that you treasure and value the relationship that you both share – be it a romantic or platonic one ❤️
CONVICTION	🌸 We are having a convocation season promotion in which you can request either 🌸 A BOUQUET OF COOKIES OR A BOX OF COOKIES! In the meantime, you can also choose the flavour 😊 😊 Interested in our Cookies? 😊 Our cookies are confirmed to be delicious and have a crunchy texture 😊 Item: Velveto and Seasalto Cookies ❤️ Weight: 190g +- (cookies only) Price: RM23/1 bottle Postage: RM10
ACTION	Our cookies are made from premium ingredients 😊 Great taste, definitely want more! 🤩 Let's order with us! 📩 Press "Send Message" and we will reply as soon as possible! 📱

Hard Sell 3



ATTENTION	GUESS WHAT GUYS??!! WE HAVE THE WINNER! 🎉 WOOOHOOO 🥳
INTEREST	A few days back, we were searching for a winner that guessed correctly regarding our flavor. Do you remember? 🤔 Those who guess correctly can purchase our cookies with free delivery 🍪🍪🍪
DESIRE	CONGRATULATIONS TO ROHAYU ISMAIL FOR WINNING OUR CONTEST!!!!!!!!!!!!!!!!!!!! 🥳🥳🥳🥳 For those who are not lucky don't worry we will do this contest again soon!!!! 🤔🤔 Stay tuned with us!!! 🙌🙌❤️❤️
CONVICTION	So are any of you interested in our Cookies too? 🥰❤️ Our cookies are confirmed to be delicious and have a crunchy texture. Item: Velveto and Seasalto Cookies ❤️ Weight: 190g +- (cookies only) Price: RM25/1 bottle Postage: RM10
ACTION	Our cookies are made from premium ingredients 🥰 Great taste, definitely want more! 🥳 Let's order with us! 📩 Press "Send Message" and we will reply as soon as possible! 📱

Hard Sell 4

we deliver,
you enjoy.

@our.cookiealicious

Cookielicious
16 June at 12:58 · 🌐

Can you post to my house? How much is the postage? 🤔🤔

Don't worry everyone! Postage is available! 🥳🥳

Postage Price (SM): RM10 Only!!! 🙌🙌

What are you waiting for let's grab our cookies at the most affordable price! ❤️❤️

Our cookies are made from premium ingredients 🍪 Great taste, definitely want more! 🤤

Let's order with us! 📩 Press "Send Message" and we will reply as soon as possible! 📱 See less

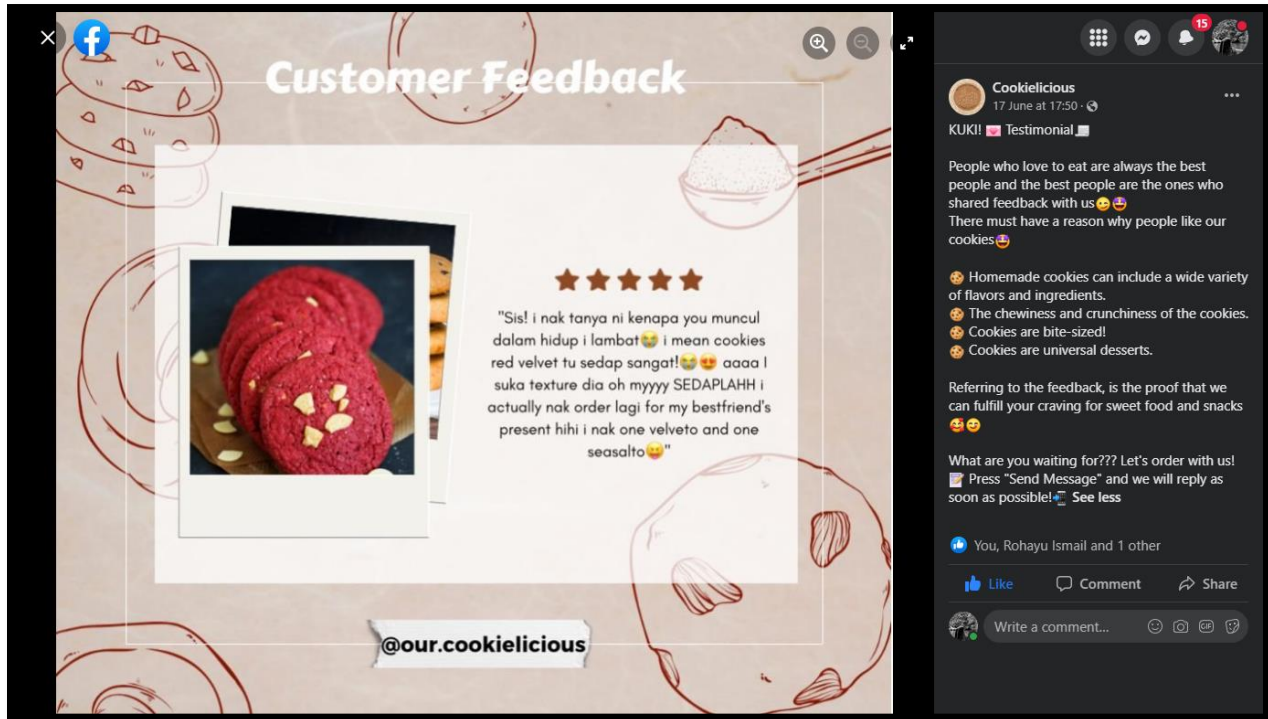
You and 1 other

Like Comment Share

Write a comment...

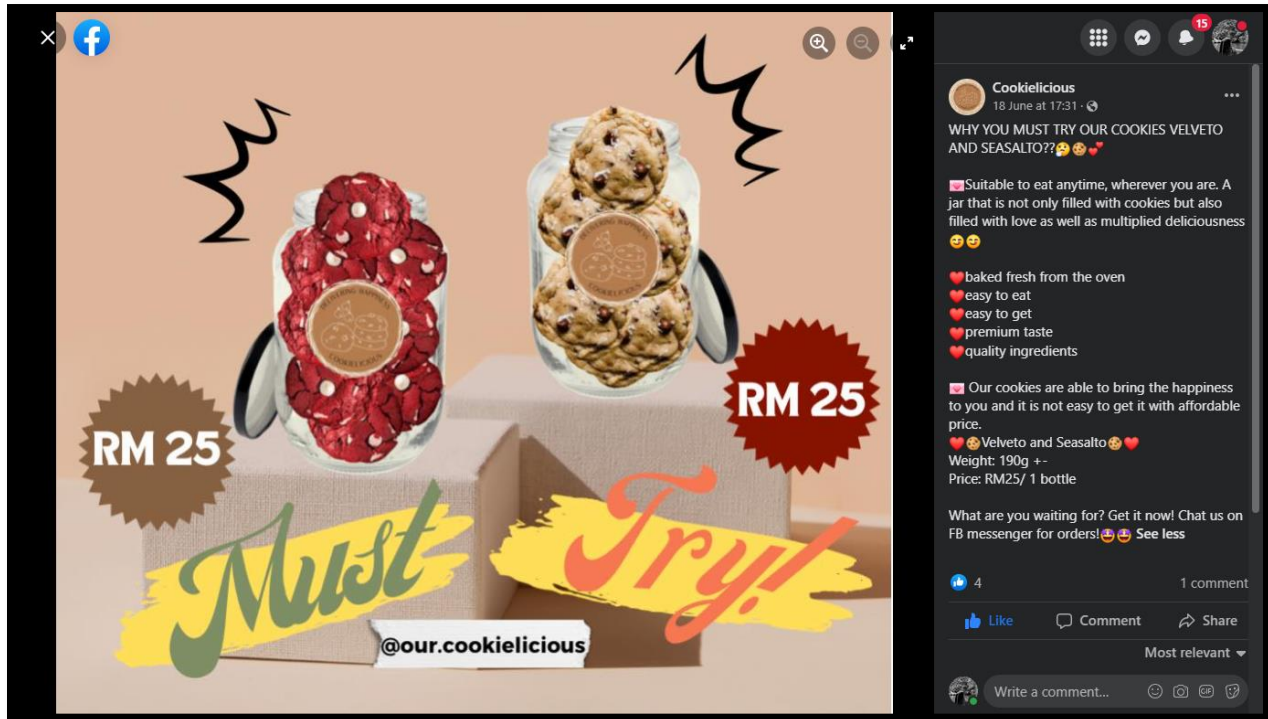
ATTENTION	Can you post to my house? How much is the postage? 🤔🤔
INTEREST	Don't worry everyone! Postage is available! 🥳🥳
DESIRE	Postage Price (SM): RM10 Only!!! 🙌🙌
CONVICTION	What are you waiting for let's grab our cookies at the most affordable price! ❤️
ACTION	Our cookies are made from premium ingredients 🍪 Great taste, definitely want more! 🤤 Let's order with us! 📩 Press "Send Message" and we will reply as soon as possible! 📱

Hard Sell 5



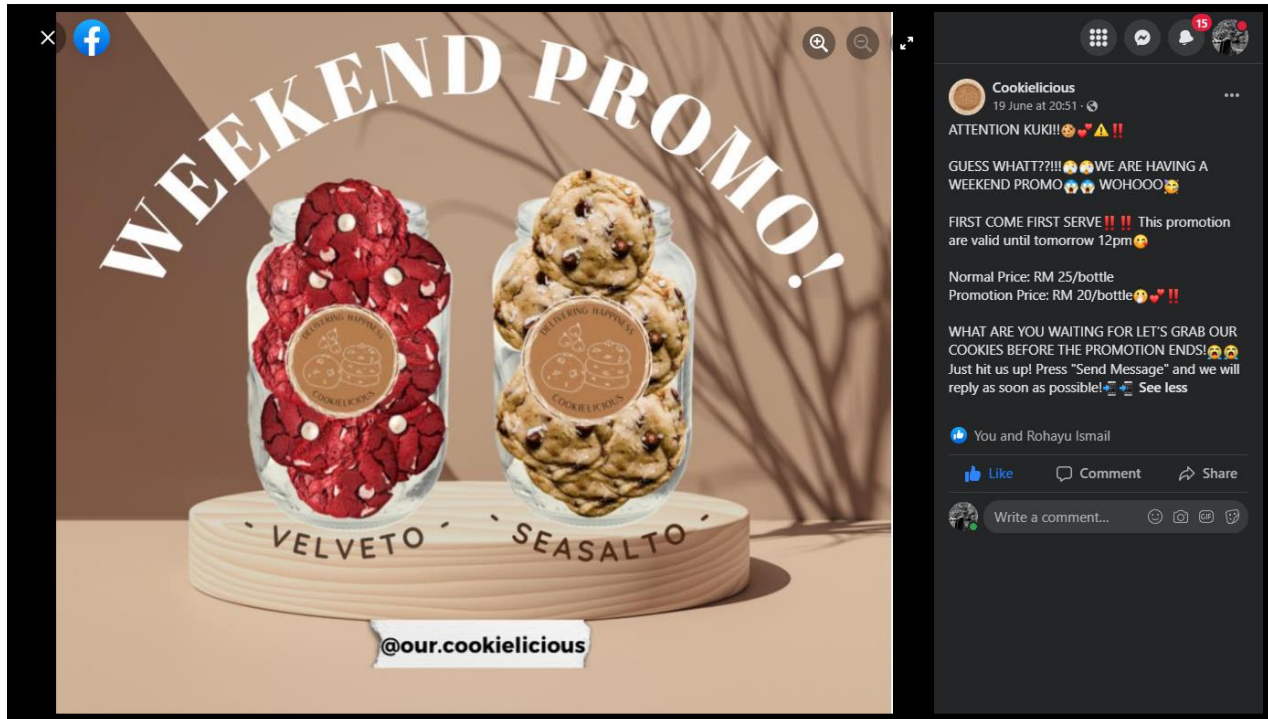
ATTENTION	KUKI! 🍪💕 Testimonial 📩
INTEREST	People who love to eat are always the best people and the best people are the ones who shared feedback with us 😊🥰
DESIRE	There must have a reason why people like our cookies 🍪 🍪 Homemade cookies can include a wide variety of flavors and ingredients. 🍪 The chewiness and crunchiness of the cookies. 🍪 Cookies are bite-sized! 🍪 Cookies are universal desserts.
CONVICTION	Referring to the feedback, is the proof that we can fulfill your craving for sweet food and snacks 😊😋
ACTION	What are you waiting for??? Let's order with us! 📩 Press "Send Message" and we will reply as soon as possible! 📩

Hard Sell 6



ATTENTION	<p>WHY YOU MUST TRY OUR COOKIES VELVETO AND SEASALTO??</p> <p>🍪🍪🍪❤️</p>
INTEREST	<p>🍷 Suitable to eat anytime, wherever you are. A jar that is not only filled with cookies but also filled with love as well as multiplied deliciousness 😊😊</p>
DESIRE	<ul style="list-style-type: none"> ❤️ Baked fresh from the oven ❤️ Easy to eat ❤️ Easy to get ❤️ Premium taste ❤️ Quality ingredients
CONVICTION	<p>🍷 Our cookies are able to bring the happiness to you and it is not easy to get it with affordable price.</p> <p>❤️🍪 Velveto and Seasalto 🍪❤️</p> <p>Weight: 190g +- Price: RM25/ 1 bottle</p>
ACTION	<p>What are you waiting for? Get it now! Chat us on FB messenger for orders! 🗨️</p>

Hard Sell 7



ATTENTION	ATTENTION KUKI!! 🙀❤️⚠️!!!
INTEREST	GUESS WHATT??!!! 🤖🤖 WE ARE HAVING A WEEKEND PROMO 🎉🎉 WOHOOO 🙀
DESIRE	FIRST COME FIRST SERVE 🚨🚨🚨 This promotion are valid until tomorrow 12pm 🙀
CONVICTION	Normal Price: RM 25/bottle Promotion Price: RM 20/bottle 🙀❤️🚨
ACTION	WHAT ARE YOU WAITING FOR LET'S GRAB OUR COOKIES BEFORE THE PROMOTION ENDS! 🙀🙀 Just hit us up! Press "Send Message" and we will reply as soon as possible! 📱📱

Hard Sell 8



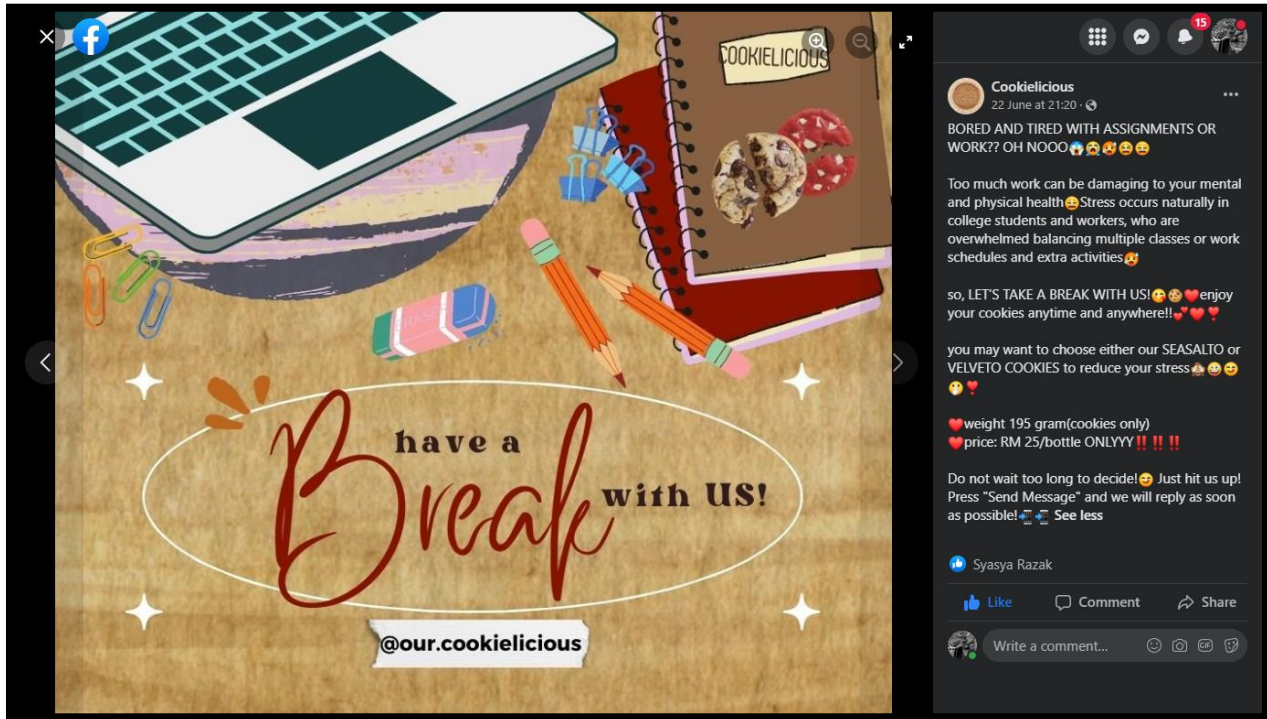
ATTENTION	YOU STILL DON'T HAVE AN IDEA WHAT TO GIVE TO YOUR FATHER FOR FATHER'S DAY?? 🤔🤔🤔👨👨👨 DON'T WORRY WE HAVE THE SOLUTION 🥳🥳🥳🥳🥳🥳
INTEREST	"A father is a son's first hero and a daughter first love" 🧑🏻❤️ Instead of focusing on our own happiness, focus on someone you love too! It will make the world a better place 🌍🥳
DESIRE	Our cookies can bring happiness to someone you love. Not only are we eating them but it will make you feel good. Unless you eat too many and fill your stomach extra full 🤪👀👀
CONVICTION	Velveto and Seasalto is one of the suitable gifts to your father since our cookies are all affordable price and of course delicious 😊❤️ ❤️ Weight: 190g +- ❤️ Price: RM25/1 bottle 🍪
ACTION	Do not wait too long to decide! 😊 Just hit us up! Press "Send Message" and we will reply as soon as possible! 📱📱

Hard Sell 9



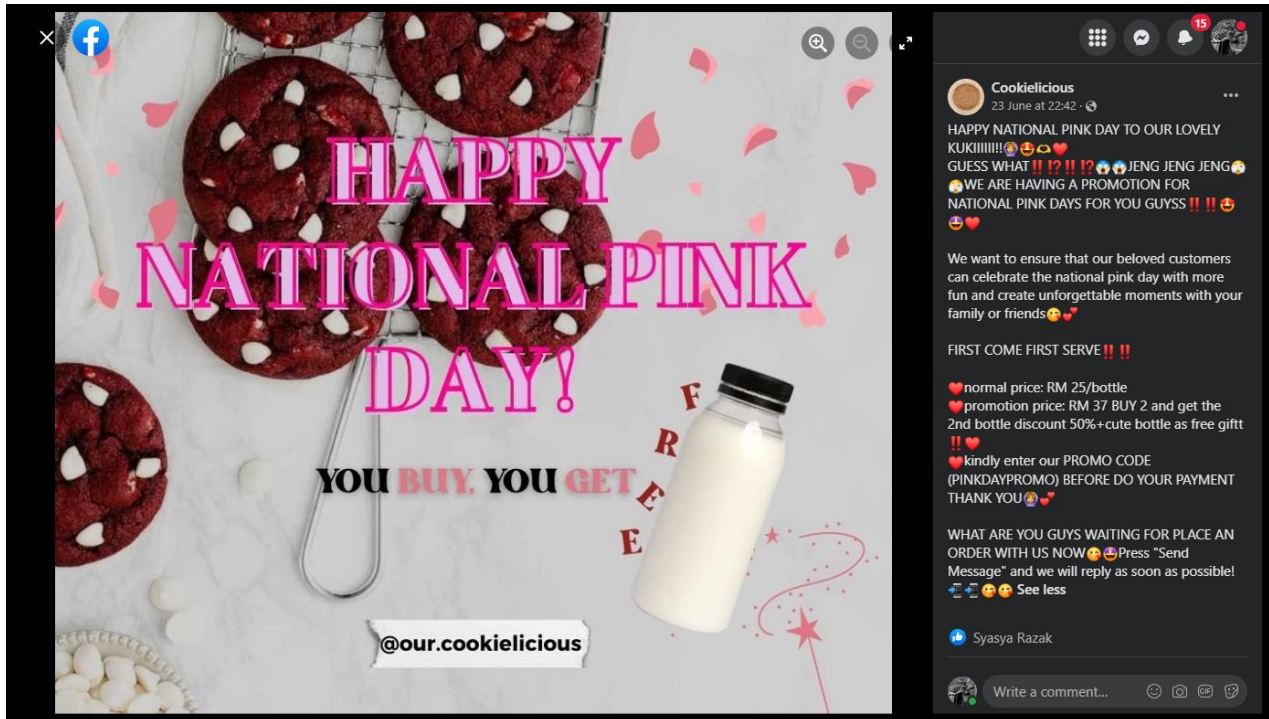
ATTENTION	TRY NOWWWWWWW!!! 🍪🍪🍪🍪🍪🍪❤❤❤
INTEREST	DON'T YOU FEEL WANT TO EXPERIENCE A FANTASTIC YET AMAZING TASTE OF OUR PREMIUM COOKIES? 🍪🍪🍪🍪🍪🍪🍪🍪🍪🍪🍪🍪 LET'S GRAB BEFORE OUR COOKIES OUT OF STOCK 🍪🍪🍪🍪
DESIRE	With premium and high-quality ingredients, as well as lovingly cooked, our Velveto and Seasalto are able to bring happiness to you no matter what the time 🍪❤❤🍪❤❤
CONVICTION	🍪❤❤ Velveto and Seasalto Cookies 🍪❤❤ ❤ Weight: 190g +- ❤ Price: RM25/1 bottle Suitable to eat anytime, wherever you are. A jar that is not only filled with cookies but also filled with love as well as multiplied deliciousness 🍪🍪
ACTION	What are you waiting for? !!! Get it now! Chat us on FB messenger for any orders! !!! 🍪🍪

Hard Sell 10



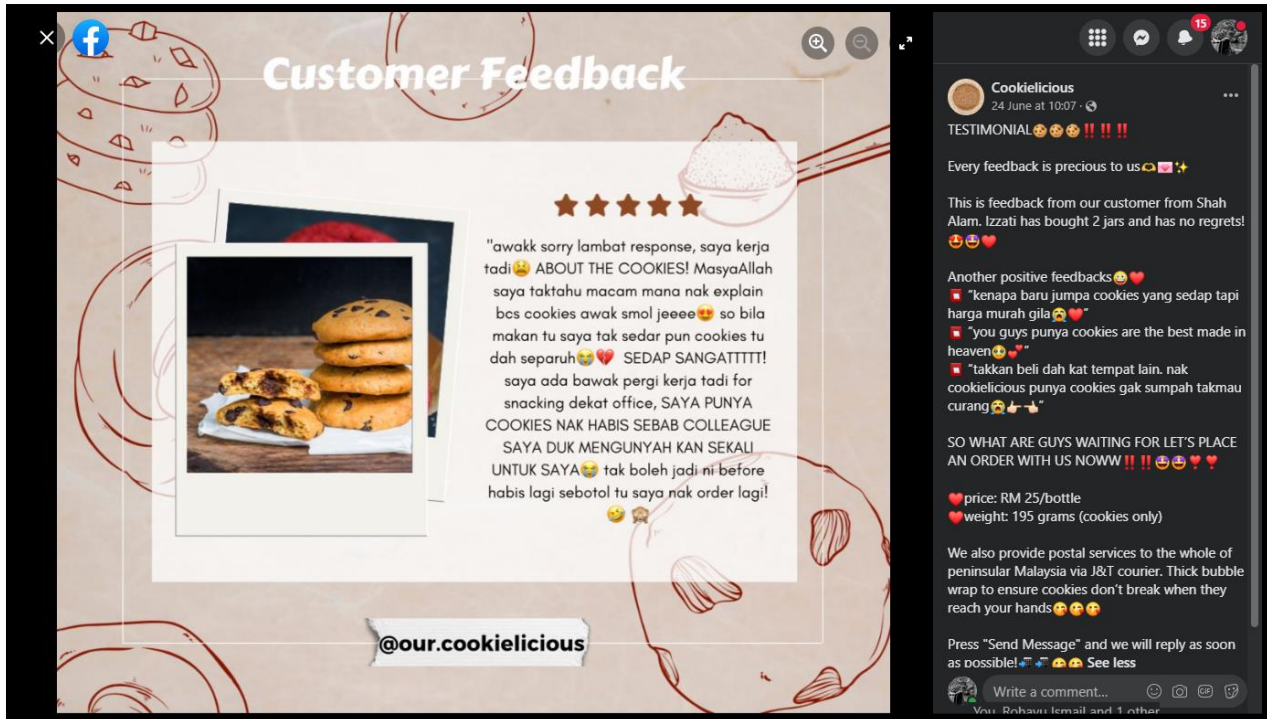
ATTENTION	BORED AND TIRED WITH ASSIGNMENTS OR WORK?? OH NOOO 🤔 😞😞😞😞
INTEREST	Too much work can be damaging to your mental and physical health 😞 Stress occurs naturally in college students and workers, who are overwhelmed balancing multiple classes or work schedules and extra activities 😞
DESIRE	so, LET'S TAKE A BREAK WITH US! 🤔🍪❤️ enjoy your cookies anytime and anywhere!! ❤️❤️❤️
CONVICTION	you may want to choose either our SEASALTO or VELVETO COOKIES to reduce your stress 🤔😞😞😞❤️ ❤️ weight 195 gram(cookies only) ❤️ price: RM 25/bottle ONLYYY !!!!!
ACTION	Do not wait too long to decide! 😊 Just hit us up! Press "Send Message" and we will reply as soon as possible! 📱📱

Hard Sell 11



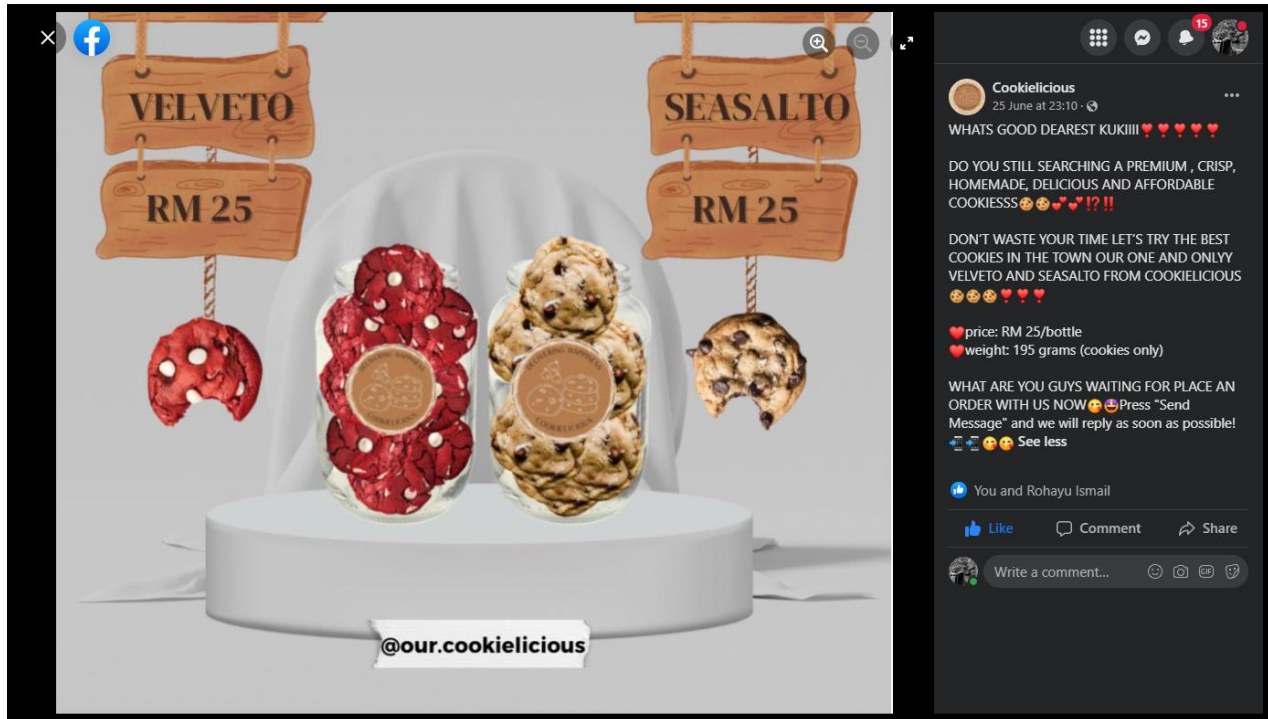
ATTENTION	HAPPY NATIONAL PINK DAY TO OUR LOVELY KUKIIIIIII!! 🎉🥰🍷❤️
INTEREST	GUESS WHAT !!!?!?!?! 🎉🎉🎉 JENG JENG JENG 🎉🎉 WE ARE HAVING A PROMOTION FOR NATIONAL PINK DAYS FOR YOU GUYSS !!! 🥰🥰❤️
DESIRE	We want to ensure that our beloved customers can celebrate the national pink day with more fun and create unforgettable moments with your family or friends 🥰❤️
CONVICTION	FIRST COME FIRST SERVE !!! 🎉❤️ ❤️ normal price: RM 25/bottle ❤️ promotion price: RM 37 BUY 2 and get the 2nd bottle discount 50%+cute bottle as free gift !!! 🎉❤️ ❤️ kindly enter our PROMO CODE (PINKDAYPROMO) BEFORE DO YOUR PAYMENT THANK YOU 🥰❤️
ACTION	WHAT ARE YOU GUYS WAITING FOR PLACE AN ORDER WITH US NOW 🥰🎉 Press "Send Message" and we will reply as soon as possible! 📱🥰

Hard Sell 12



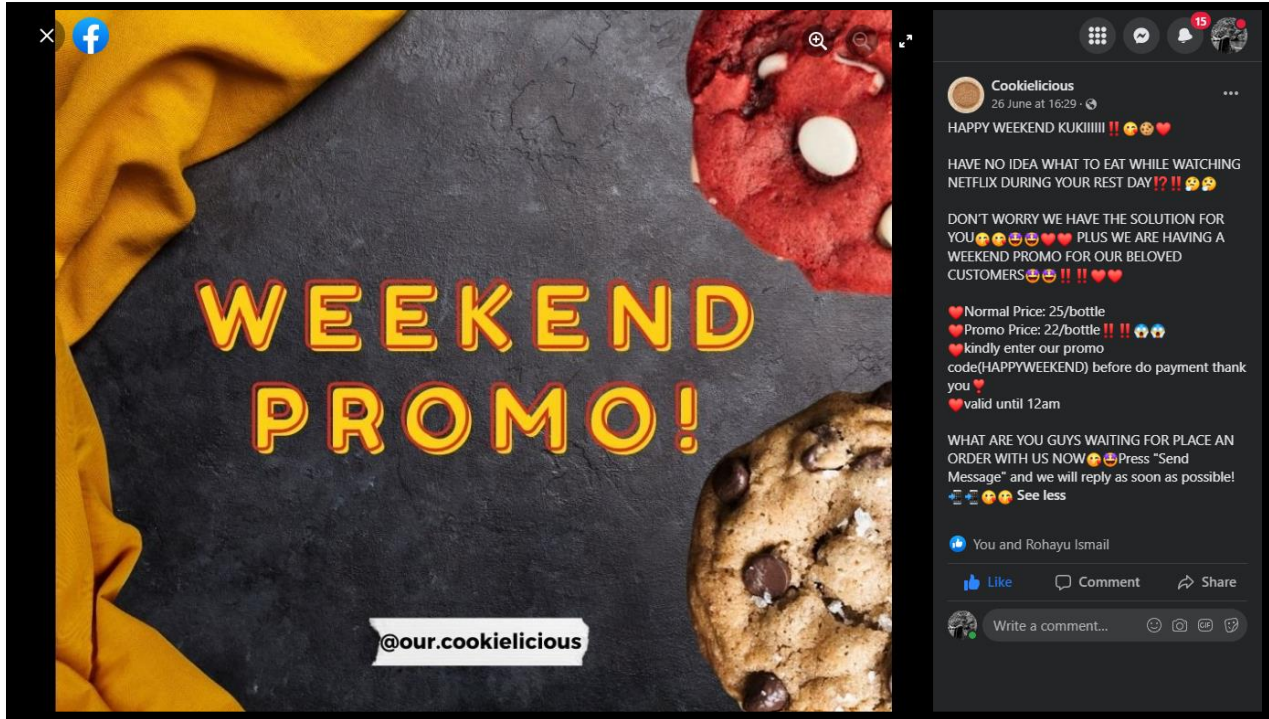
ATTENTION	TESTIMONIAL 🍪🍪🍪!!!!!!
INTEREST	Every feedback is precious to us 🧡💖🌟 This is feedback from our customer from Shah Alam. Izzati has bought 2 jars and has no regrets! 🥰🥰❤️
DESIRE	Another positive feedbacks 😊❤️ <ul style="list-style-type: none"> 📌 “kenapa baru jumpa cookies yang sedap tapi harga murah gila 🥰❤️” 📌 “you guys punya cookies are the best made in heaven 🥰❤️” 📌 “takkan beli dah kat tempat lain. nak cookielicious punya cookies gak sumpah takmau curang 🥰👉👉”
CONVICTION	SO WHAT ARE GUYS WAITING FOR LET’S PLACE AN ORDER WITH US NOWW !!! 🥰🥰❤️❤️ <ul style="list-style-type: none"> ❤️ price: RM 25/bottle ❤️ weight: 195 grams (cookies only) We also provide postal services to the whole of peninsular Malaysia via J&T courier. Thick bubble wrap to ensure cookies don’t break when they reach your hands 🥰🥰🥰
ACTION	Press "Send Message" and we will reply as soon as possible! 📱📱🥰🥰

Hard Sell 13



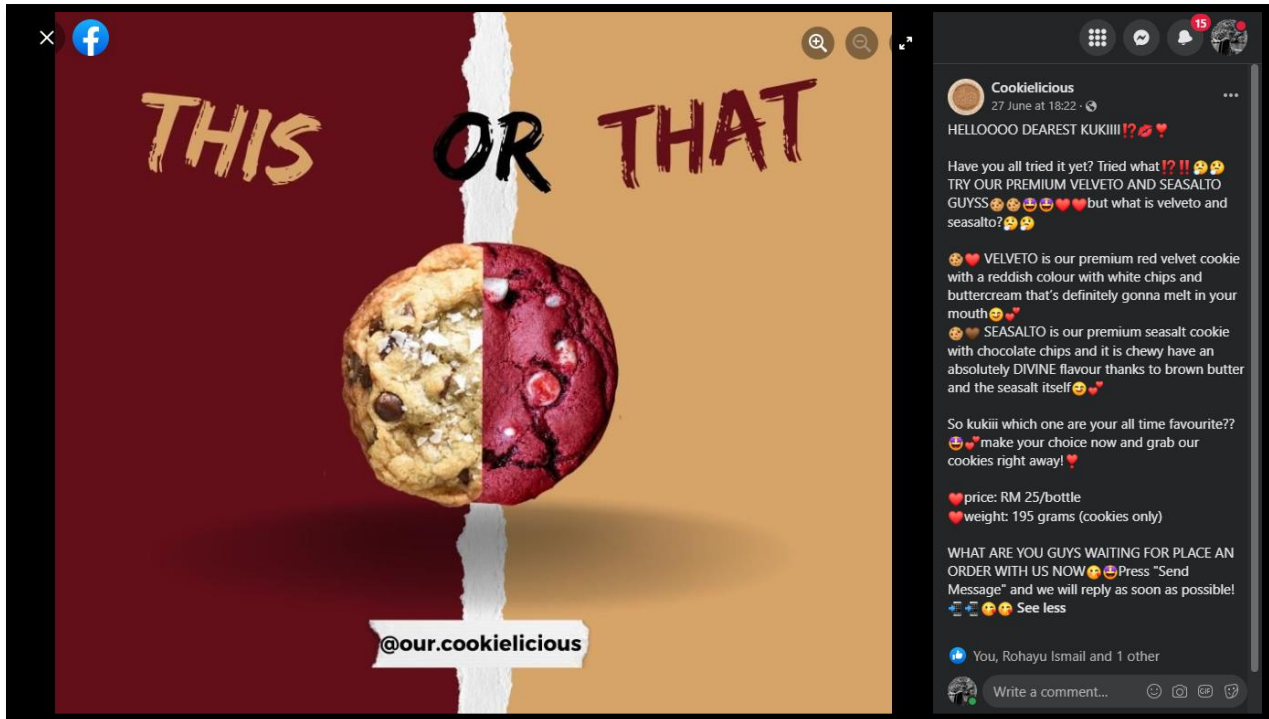
ATTENTION	WHATS GOOD DEAREST KUKIII 🍪🍪🍪🍪🍪
INTEREST	DO YOU STILL SEARCHING A PREMIUM , CRISP, HOMEMADE, DELICIOUS AND AFFORDABLE COOKIESSS 🍪🍪🍪🍪🍪!?!?
DESIRE	DON'T WASTE YOUR TIME LET'S TRY THE BEST COOKIES IN THE TOWN OUR ONE AND ONLY VELVETO AND SEASALTO FROM COOKIELICIOUS 🍪🍪🍪🍪🍪
CONVICTION	<p>❤️ Price: RM 25/bottle</p> <p>❤️ Weight: 195 grams (cookies only)</p>
ACTION	WHAT ARE YOU GUYS WAITING FOR PLACE AN ORDER WITH US NOW 🤗🤗 Press "Send Message" and we will reply as soon as possible! 📱📱 🍪🍪

Hard Sell 14



ATTENTION	HAPPY WEEKEND KUKIIIII !!! 🥰🥰❤️
INTEREST	HAVE NO IDEA WHAT TO EAT WHILE WATCHING NETFLIX DURING YOUR REST DAY !?!? 🤔🤔
DESIRE	DON'T WORRY WE HAVE THE SOLUTION FOR YOU 🥰🥰🥰❤️❤️ PLUS WE ARE HAVING A WEEKEND PROMO FOR OUR BELOVED CUSTOMERS 🥰🥰!!! ❤️❤️
CONVICTION	<p>❤️ Normal Price: 25/bottle</p> <p>❤️ Promo Price: 22/bottle !!! 🥰🥰</p> <p>❤️ kindly enter our promo code(HAPPYWEEKEND) before do payment thank you ❤️</p> <p>❤️ valid until 12am</p>
ACTION	WHAT ARE YOU GUYS WAITING FOR PLACE AN ORDER WITH US NOW 🥰🥰 Press "Send Message" and we will reply as soon as possible! 📱📱 🤔🤔

Hard Sell 15



ATTENTION	HELLOOOO DEAREST KUKIIII!?!?❤️
INTEREST	Have you all tried it yet? Tried what!?!?😋😋😋 TRY OUR PREMIUM VELVETO AND SEASALTO GUYSS 🍪🍪😋😋❤️❤️ but what is velveto and seasalto?😋😋
DESIRE	🍪❤️VELVETO is our premium red velvet cookie with a reddish colour with white chips and buttercream that's definitely gonna melt in your mouth😋❤️ 🍪❤️SEASALTO is our premium seasalt cookie with chocolate chips and it is chewy have an absolutely DIVINE flavour thanks to brown butter and the seasalt itself😋❤️
CONVICTION	So kukiii which one are your all time favourite??😋❤️ make your choice now and grab our cookies right away!❤️ ❤️ price: RM 25/bottle ❤️ weight: 195 grams (cookies only)
ACTION	WHAT ARE YOU GUYS WAITING FOR PLACE AN ORDER WITH US NOW😋😋 Press "Send Message" and we will reply as soon as possible!📱📱😋😋

Hard Sell 16



ATTENTION	HAPPY EID-ADHA TO ALL MUSLIMS OUT THERE 🌙🌸🌸
INTEREST	🌸🌸 RAYA HAJI IS COMING 🌸🌸
DESIRE	WE ARE HAVING FOR THE UPCOMING RAYA HAJI PROMO KAWKAW SALE SPECIAL JUST FOR OUR BELOVED CUSTOMERSS !! !!! 🌸🌸🌸🌸🌸 what kind of promotion we will be offering to you? 🙄🥳🥳 🥳🥳🥳 IT'S BUY ONE FREE ONE UOLLSS !!! 🌸🌸🌸🌸🌸
CONVICTION	FIRST COME FIRST SERVE !!! this promotion is valid until the end of july 🙄🌸 🌸 normal price: 25/bottle 🌸 promotion price: 25/bottle+1 bottle for free 🥳!!! 🌸 🌸 kindly sent us the promotion code (B1F1) before proceeding with the payment thank you 🌸
ACTION	WHAT ARE YOU GUYS WAITING FOR PLACE AN ORDER WITH US NOW 🙄🌸 Press "Send Message" and we will reply as soon as possible! 📱📱 🙄🙄

5.5. Facebook Post – Copywriting (Soft Sell)

Soft Sell 1



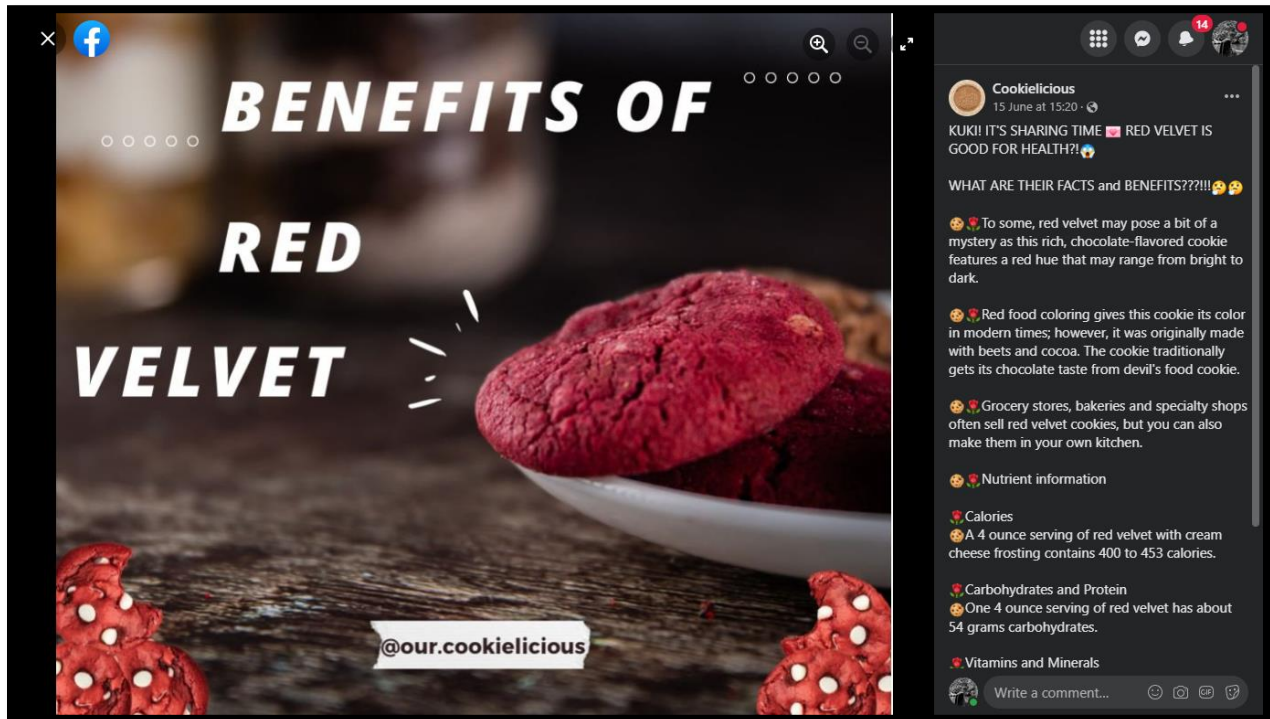
ATTENTION	SHARING IS CARING TIME 🍪
INTEREST	DID YOU GUYS KNOW THE HISTORY OF COOKIES?!?! 🤔😅
DESIRE	<ul style="list-style-type: none"> 🍪 Cookies appear to have their origins in 7th century AD Persia, shortly after the use of sugar became relatively common in the region. 🍪 They spread to Europe through the Muslim conquest of Spain. 🍪 By the 14th century, they were common in all levels of society throughout Europe, from royal cuisine to street vendors. 🍪 The first documented instance of the figure-shaped gingerbread man was at the court of Elizabeth I of England in the 16th century.
CONVICTION	How about it? Finally, you know the origins of cookies 🍪 Our cookies are made from premium ingredients 😊 Great taste, definitely want more! 🍪
ACTION	Let's order with us! 📩 Press "Send Message" and we will reply as soon as possible! 📱

Soft Sell 2



ATTENTION	KUKI! ITS SHARING TIME 🍷
INTEREST	Did you know that there are a lot of benefits when it comes to chocolate?? 🧐
DESIRE	<p>Most people are scared of taking sweets such as chocolate to lose weight. BUT it actually has health benefits for us! 😊</p> <ul style="list-style-type: none"> ◆ It can help you lose weight ◆ Gives you brain power ◆ It is nature's tastiest medicine ◆ It gives you an energy boost ◆ It makes you happy
CONVICTION	Our cookies are made from premium ingredients 😊 Great taste, definitely want more! 🍪
ACTION	Let's order with us! 📩 Press "Send Message" and we will reply as soon as possible! 📱

Soft Sell 3



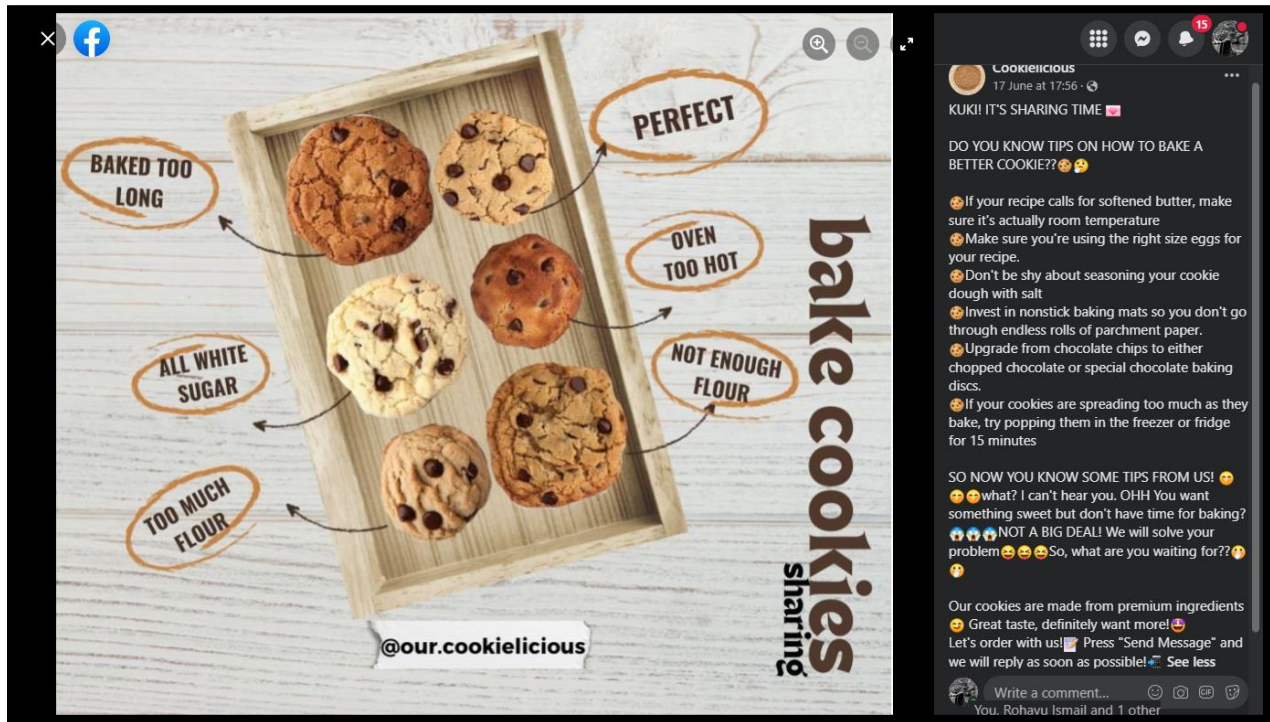
ATTENTION	KUKI! IT'S SHARING TIME 🍷 RED VELVET IS GOOD FOR HEALTH?! 🍷
INTEREST	WHAT ARE THEIR FACTS and BENEFITS????!!! 🤔🤔
DESIRE	<p>🍷🌸 To some, red velvet may pose a bit of a mystery as this rich, chocolate-flavored cookie features a red hue that may range from bright to dark.</p> <p>🍷🌸 Red food coloring gives this cookie its color in modern times; however, it was originally made with beets and cocoa. The cookie traditionally gets its chocolate taste from devil's food cookie.</p> <p>🍷🌸 Grocery stores, bakeries and specialty shops often sell red velvet cookies, but you can also make them in your own kitchen.</p> <p>🌸🍷 Calories 🍪 A 4 ounce serving of red velvet with cream cheese frosting contains 400 to 453 calories.</p> <p>🌸🍷 Carbohydrates and Protein 🍪 One 4 ounce serving of red velvet has about 54 grams carbohydrates.</p> <p>🌸🍷 Vitamins 🍪 One serving of red velvet cookies provides you with 8 percent of the daily recommended intake of iron, a mineral you need to ensure proper oxygenation of your body.</p>
CONVICTION	Our cookies are made from premium ingredients 😊 Great taste, definitely want more! 😊
ACTION	Let's order with us! 📩 Press "Send Message" and we will reply as soon as possible! 📱

Soft Sell 4



ATTENTION	HELLO KUKI!! 🍪❤️ HAVE YOU EVER TRIED COOKIES WITH COLD MILK? 🥛 IT'S MORE DELICIOUS IF YOU EAT THAT WAY 😊❤️
INTEREST	The best way to enjoy our cookies is to dip them in cold milk for sure you are not gonna regret it SO PLEASE GO TO YOUR KITCHEN AND TRY SOME NOWW!! 🍪❤️🥛
DESIRE	FUN FACT 🍪🥛 🥛 Milk also soothes the sweet taste that is too strong. Four seconds is the ideal dipping period for the cookie, if it exceeds 5 seconds, the cookie structure will break and will spoil the taste so dip it real quick! 👍🍪🥛
CONVICTION	Our cookies are made from premium ingredients 😊 Great taste, definitely want more! 🍪
ACTION	Let's order with us! 📩 Press "Send Message" and we will reply as soon as possible! 📱

Soft Sell 5



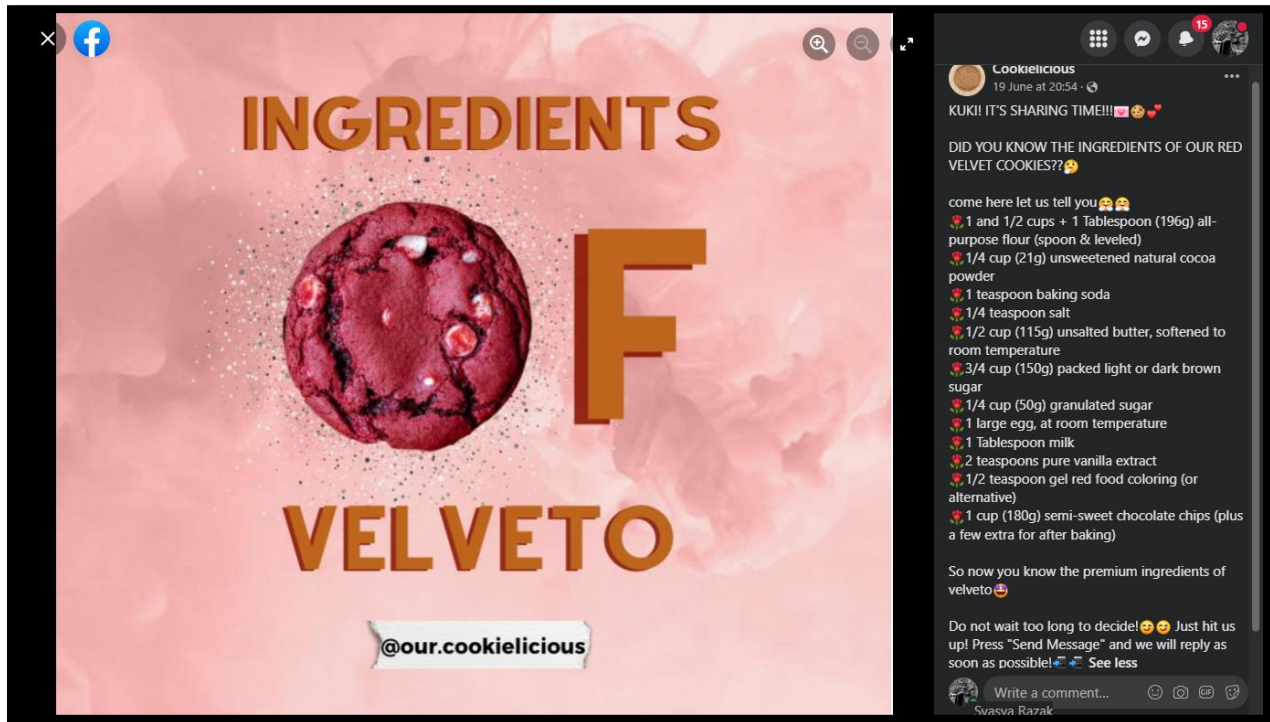
ATTENTION	KUKI! IT'S SHARING TIME 🍷
INTEREST	DO YOU KNOW TIPS ON HOW TO BAKE A BETTER COOKIE?? 🍪🍪
DESIRE	<ul style="list-style-type: none"> 🍪 If your recipe calls for softened butter, make sure it's actually room temperature 🍪 Make sure you're using the right size eggs for your recipe. 🍪 Don't be shy about seasoning your cookie dough with salt 🍪 Invest in nonstick baking mats so you don't go through endless rolls of parchment paper. 🍪 Upgrade from chocolate chips to either chopped chocolate or special chocolate baking discs. 🍪 If your cookies are spreading too much as they bake, try popping them in the freezer or fridge for 15 minutes
CONVICTION	SO NOW YOU KNOW SOME TIPS FROM US! 🍪🍪🍪 what? I can't hear you. OHH You want something sweet but don't have time for baking? 🍪🍪🍪 NOT A BIG DEAL! We will solve your problem 🍪🍪🍪 So, what are you waiting for?? 🍪🍪
ACTION	Our cookies are made from premium ingredients 🍪 Great taste, definitely want more! 🍪 Let's order with us! 📩 Press "Send Message" and we will reply as soon as possible! 📱

Soft Sell 6



ATTENTION	KUKU! GUESS WHAT??!! IT'S SHARING TIMEEE!!
INTEREST	DID YOU KNOW WHAT KIND OF INGREDIENTS THAT WE PUT INTO OUR PREMIUM TASTE SEASALTO?? come here let me tell you some secrets hehe but wait what is the seasalto again??
DESIRE	<ul style="list-style-type: none"> All purpose flour Salt Baking powder Baking soda Unsalted butter Dark brown sugar Granulated white sugar Eggs Vanilla extract Dark chocolate chunks Import seasalt flakes (secret)
CONVICTION	SEASALTO basically a soft and chewy in the center and a tad bit crispy around the edges
ACTION	So now you know the premium ingredients of Seasalto Do not wait too long to decide! Just hit us up! Press "Send Message" and we will reply as soon as possible!

Soft Sell 7



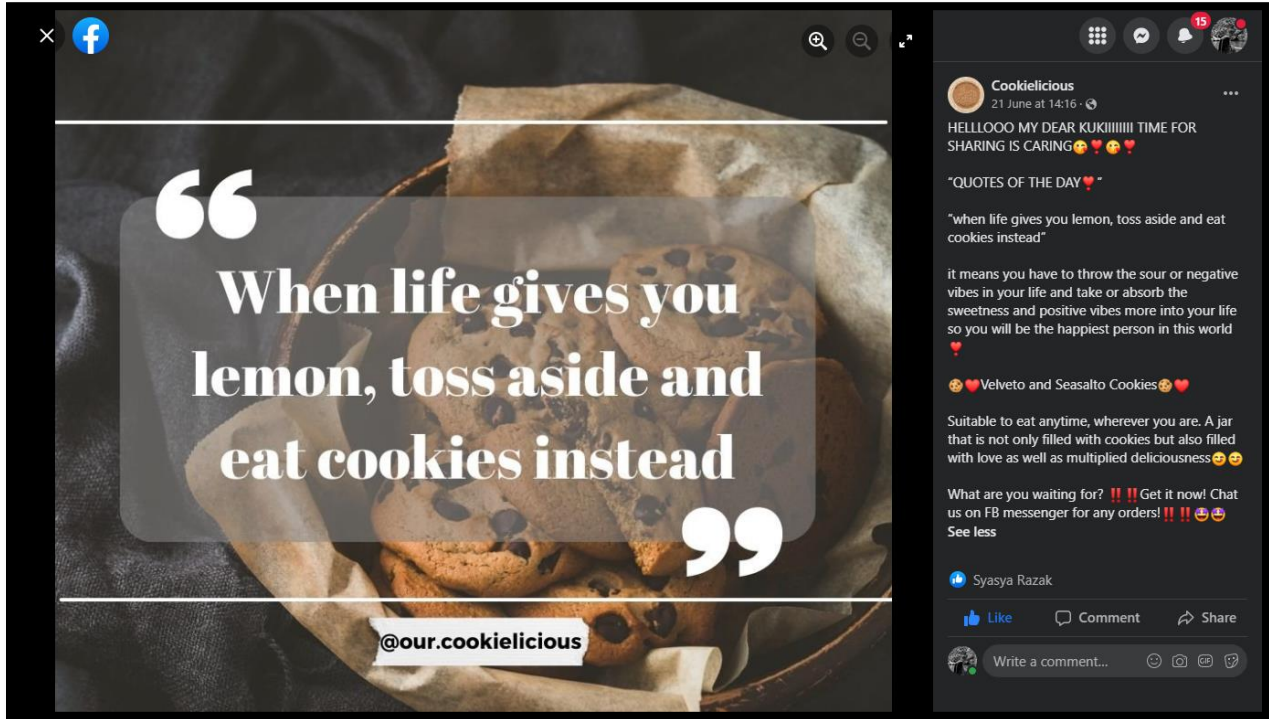
ATTENTION	KUKI! IT'S SHARING TIME!!! 🍪💕🍪🍪
INTEREST	DID YOU KNOW THE INGREDIENTS OF OUR RED VELVET COOKIES?? 🤔
DESIRE	<p>come here let us tell you 🙏🙏</p> <ul style="list-style-type: none"> 🌹 1 and 1/2 cups + 1 Tablespoon (196g) all-purpose flour (spoon & leveled) 🌹 1/4 cup (21g) unsweetened natural cocoa powder 🌹 1 teaspoon baking soda 🌹 1/4 teaspoon salt 🌹 1/2 cup (115g) unsalted butter, softened to room temperature 🌹 3/4 cup (150g) packed light or dark brown sugar 🌹 1/4 cup (50g) granulated sugar 🌹 1 large egg, at room temperature 🌹 1 Tablespoon milk 🌹 2 teaspoons pure vanilla extract 🌹 1/2 teaspoon gel red food coloring (or alternative) 🌹 1 cup (180g) semi-sweet chocolate chips (plus a few extra for after baking)
CONVICTION	So now you know the premium ingredients of Velveto 🤪
ACTION	Do not wait too long to decide! 😊😊 Just hit us up! Press "Send Message" and we will reply as soon as possible! 📱📱

Soft Sell 8



ATTENTION	HALLUU OUR BELOVED KUKI 🍷 DO YOU KNOW WHAT MAKES OUR COOKIES SPECIAL YET UNFORGETTABLE 🤔😭😭😭❤️❤️❤️
INTEREST	LIVE, LOVE, COOKIES 🍪😍❤️
DESIRE	<ul style="list-style-type: none"> 🍪 Baked into the classic crunchy cookies you crave 🍷 🍪 Our cookies are made with the premium ingredients 🍷 🍪 Our cookies are created in the perfect bite-size escape 🍷
CONVICTION	<p>The best ingredients are finally at your fingertips. You can choose which you want to buy to fulfill your cravingness which are Seasalto and Velveto 😏😏❤️</p> <ul style="list-style-type: none"> ❤️ Weight: 190g +- ❤️ Price: RM25/1 bottle 🍪
ACTION	Do not wait too long to decide! 😏 Just hit us up! Press "Send Message" and we will reply as soon as possible! 📱📱

Soft Sell 9



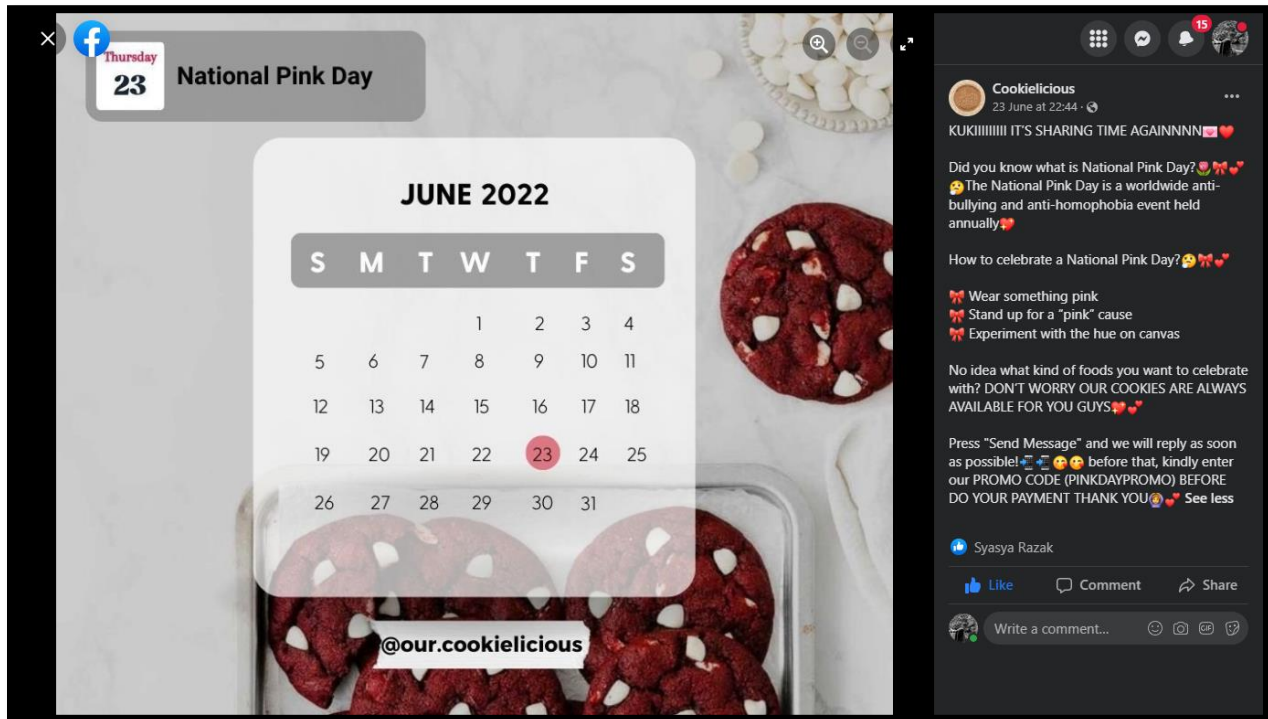
ATTENTION	HELLLOOO MY DEAR KUKIIIIIII TIME FOR SHARING IS CARING 🥰🍷
INTEREST	“QUOTES OF THE DAY 🍷” “when life gives you lemon, toss aside and eat cookies instead”
DESIRE	it means you have to throw the sour or negative vibes in your life and take or absorb the sweetness and positive vibes more into your life so you will be the happiest person in this world 🍷
CONVICTION	🥰🍷 Velveto and Seasalto Cookies 🥰🍷 Suitable to eat anytime, wherever you are. A jar that is not only filled with cookies but also filled with love as well as multiplied deliciousness 🥰🥰
ACTION	What are you waiting for? !!! Get it now! Chat us on FB messenger for any orders! !!! 🥰🥰

Soft Sell 10

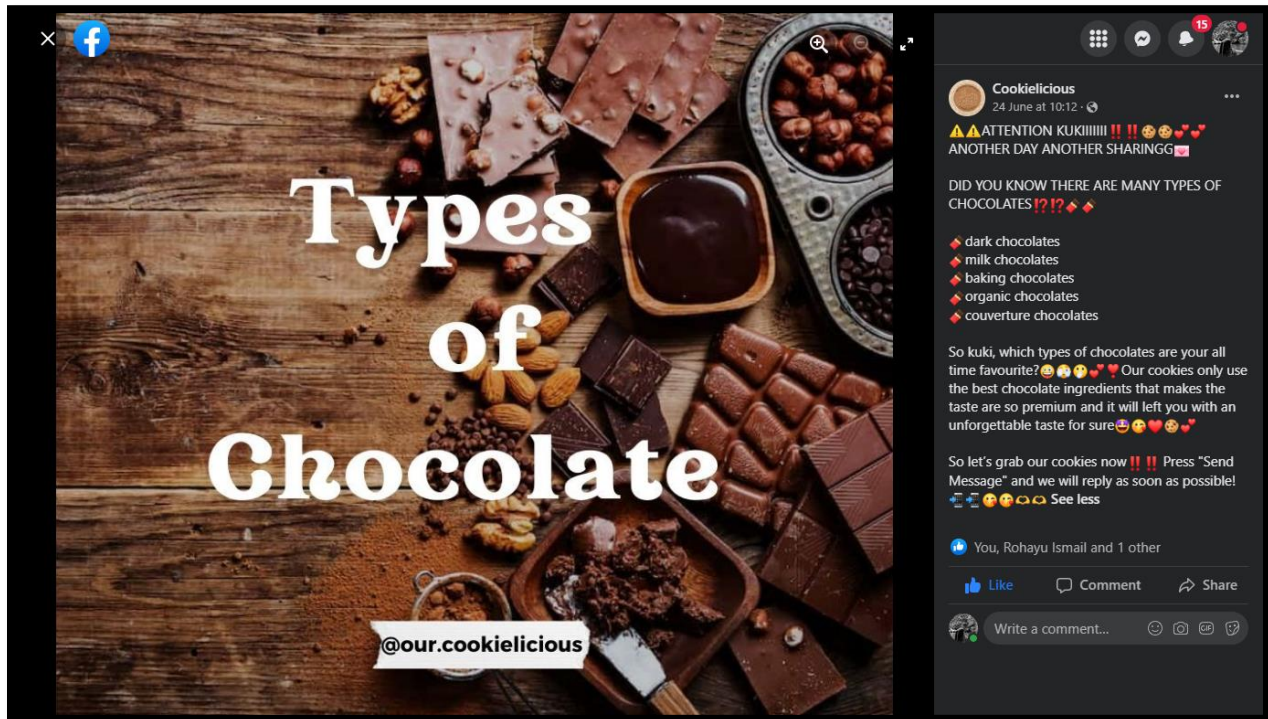


ATTENTION	HELLO DEAREST KUKI !!!!!!❤️❤️WANNA HAVE SOMETHING SWEET TODAY?😄🍪❤️
INTEREST	We will share with you guys how to make a yummy smoothies mix with our cookies in the easiest way and you can make it by yourself at home 😊🍷❤️
DESIRE	<p>INGREDIENTS 🍷❤️</p> <ul style="list-style-type: none"> ❤️🍷 1 cup almond milk ❤️🍷 4 cookies of velvet/seasalto ❤️🍷 2 tablespoons semi-sweet chocolate chips ❤️🍷 1 scoop protein powder, vanilla flavor ❤️🍷 1 cup of ice ❤️🍷 whipped cream for topping (optional) <p>INSTRUCTIONS 🍷👍</p> <ul style="list-style-type: none"> 🌸 Mix all ingredients in a blender until well combined. Add more ice for a thicker smoothie. 🌸 Top with whipped cream, if desired. Serve immediately and ready to enjoy!
CONVICTION	It is easy right?! 😄 Our cookies indeed can be eaten in various ways for you guys to enjoy HURRY! let's place an order with us NOW LET'S GO! 🏃🌐❤️
ACTION	Press "Send Message" and we will reply as soon as possible! 📱📱😄😄

Soft Sell 11

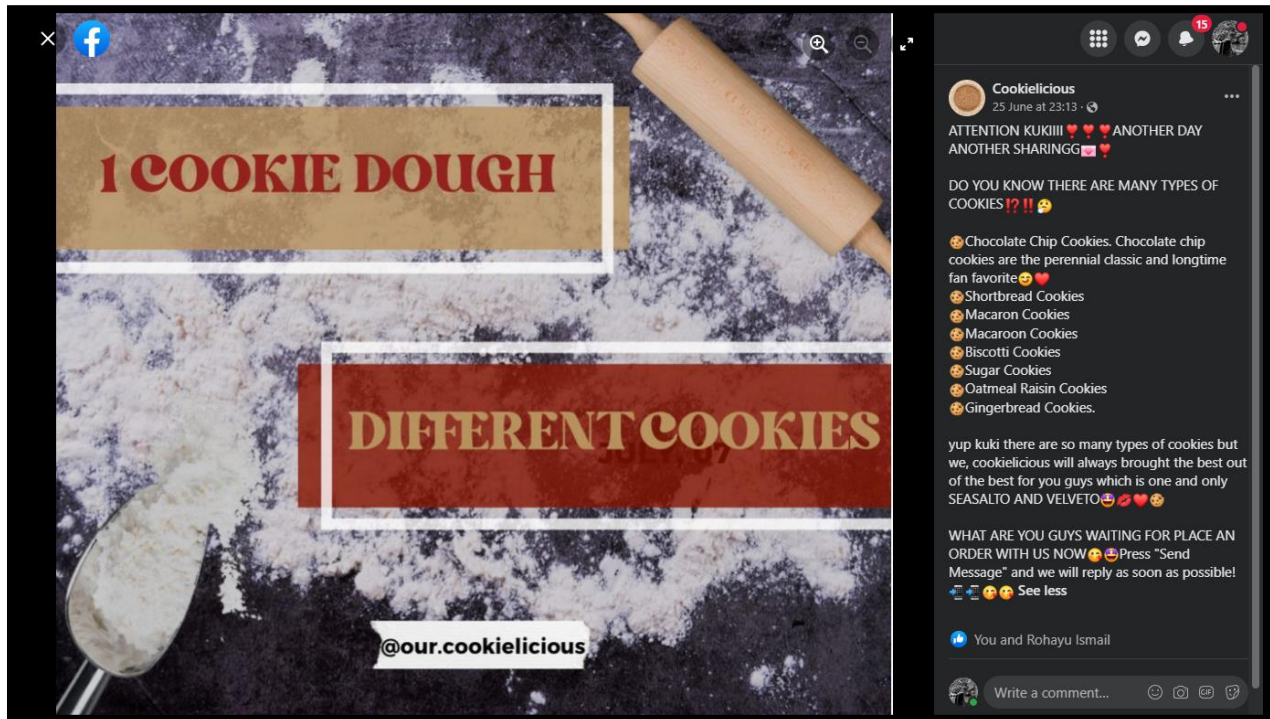


ATTENTION	KUKIIIIIIII IT'S SHARING TIME AGAINNNN💕💕
INTEREST	Did you know what is National Pink Day?🌷💕💕🥰 The National Pink Day is a worldwide anti-bullying and anti-homophobia event held annually💕
DESIRE	How to celebrate a National Pink Day?🥰💕💕 💕 Wear something pink 💕 Stand up for a “pink” cause 💕 Experiment with the hue on canvas
CONVICTION	No idea what kind of foods you want to celebrate with? DON'T WORRY OUR COOKIES ARE ALWAYS AVAILABLE FOR YOU GUYS💕💕
ACTION	Press "Send Message" and we will reply as soon as possible!📱📱🥰🥰 before that, kindly enter our PROMO CODE (PINKDAYPROMO) BEFORE DO YOUR PAYMENT THANK YOU🙏💕



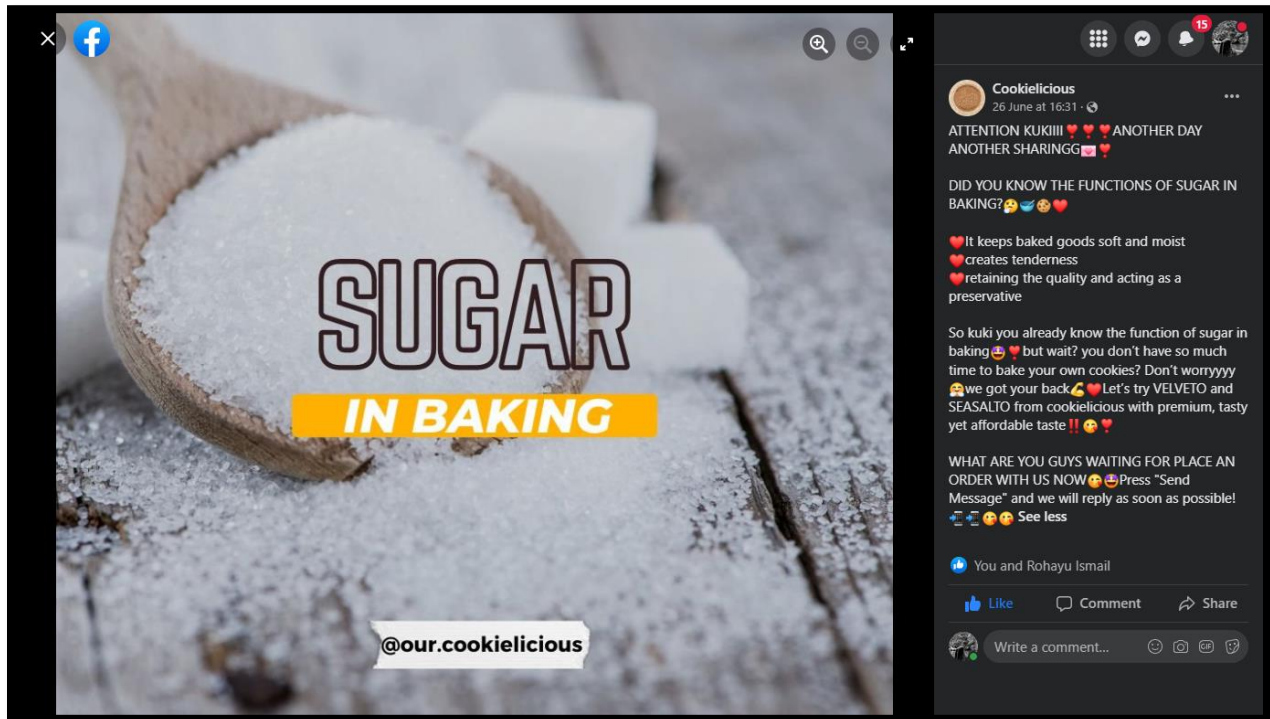
ATTENTION	⚠️ ATTENTION KUKI !! 🍪❤️ ANOTHER DAY ANOTHER SHARINGG 📩
INTEREST	DID YOU KNOW THERE ARE MANY TYPES OF CHOCOLATES!?!🍫🍫🍫
DESIRE	<ul style="list-style-type: none"> 🍫 Dark chocolates 🍫 Milk chocolates 🍫 Baking chocolates 🍫 Organic chocolates 🍫 Couverture chocolates
CONVICTION	<p>So kuki, which types of chocolates are your all time favourite? 🍪🍪🍪❤️</p> <p>Our cookies only use the best chocolate ingredients that makes the taste are so premium and it will left you with an unforgettable taste for sure 🍪🍪🍪❤️</p>
ACTION	<p>So let's grab our cookies now !!! Press "Send Message" and we will reply as soon as possible! 📩🍪🍪🍪🍪</p>

Soft Sell 13



ATTENTION	ATTENTION KUKIII ANOTHER DAY ANOTHER SHARINGG
INTEREST	DO YOU KNOW THERE ARE MANY TYPES OF COOKIES !?!!
DESIRE	<ul style="list-style-type: none"> 🍪 Chocolate Chip Cookies. Chocolate chip cookies are the perennial classic and longtime fan favorite 🍪 Shortbread Cookies 🍪 Macaroon Cookies 🍪 Biscotti Cookies 🍪 Sugar Cookies 🍪 Oatmeal Raisin Cookies 🍪 Gingerbread Cookies.
CONVICTION	yup kuki there are so many types of cookies but we, Cookielicious will always brought the best out of the best for you guys which is one and only SEASALTO AND VELVETO
ACTION	WHAT ARE YOU GUYS WAITING FOR PLACE AN ORDER WITH US NOW Press "Send Message" and we will reply as soon as possible!

Soft Sell 14



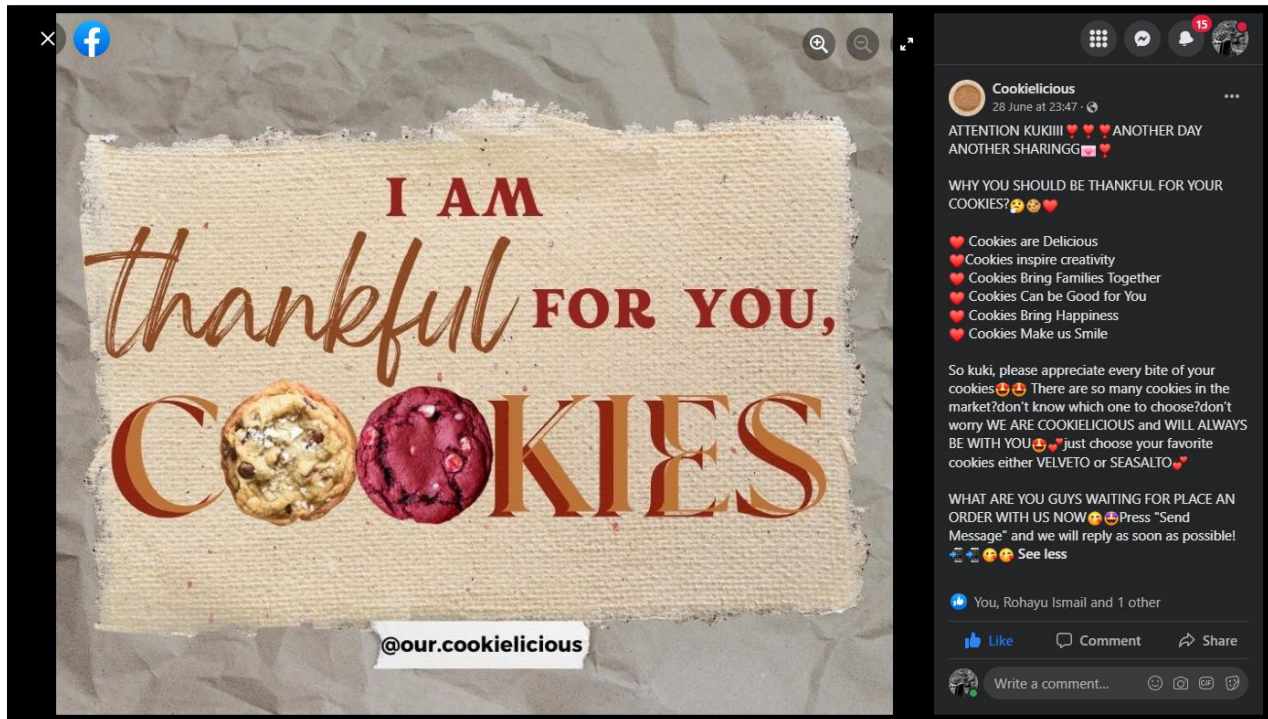
ATTENTION	ATTENTION KUKIIII 🍷🍷 ANOTHER DAY ANOTHER SHARINGG 🍷🍷
INTEREST	DID YOU KNOW THE FUNCTIONS OF SUGAR IN BAKING? 🤔🤔🤔🍷
DESIRE	<ul style="list-style-type: none"> 🍷 It keeps baked goods soft and moist 🍷 Creates tenderness 🍷 Retaining the quality and acting as a preservative
CONVICTION	So kuki you already know the function of sugar in baking 🤔🍷 but wait? you don't have so much time to bake your own cookies? Don't worryyy 🤔 we got your back 🍷🍷 Let's try VELVETO and SEASALTO from Cookielicious with premium, tasty yet affordable taste !! 🤔🍷
ACTION	WHAT ARE YOU GUYS WAITING FOR PLACE AN ORDER WITH US NOW 🤔🤔 Press "Send Message" and we will reply as soon as possible! 📱📱 🤔🤔

Soft Sell 15



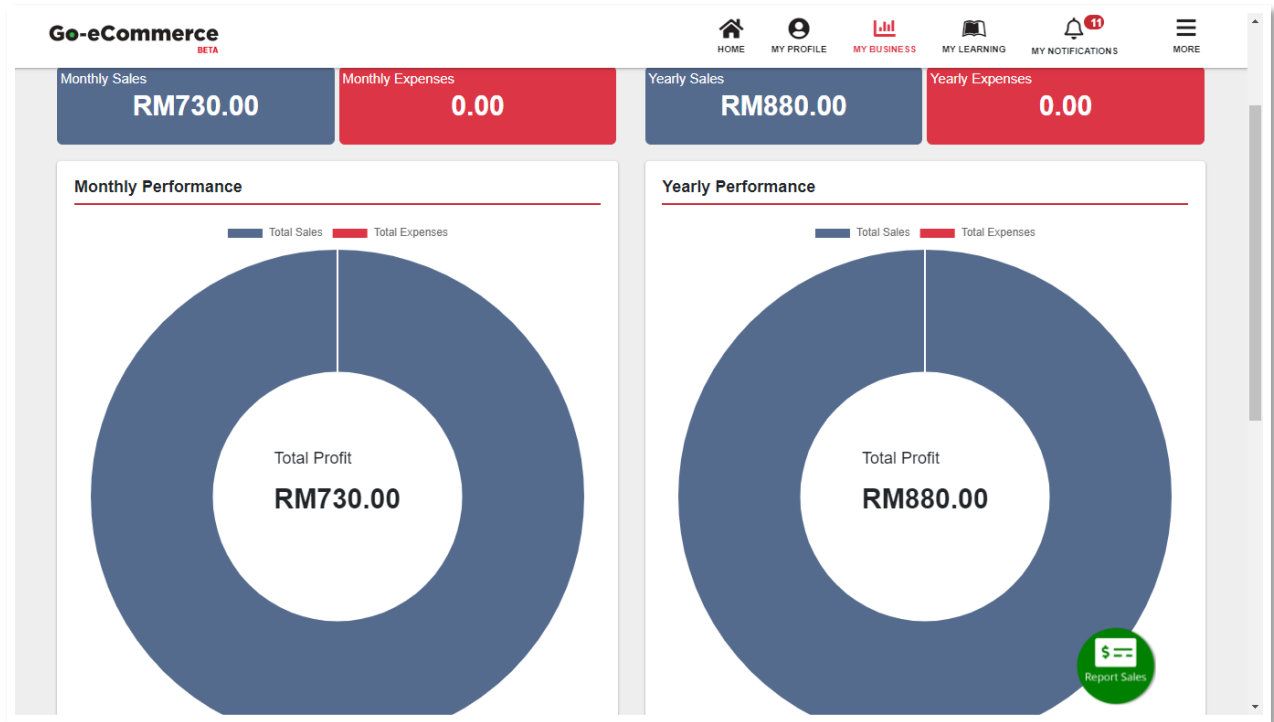
ATTENTION	ATTENTION KUKIIII ANOTHER DAY ANOTHER SHARINGG
INTEREST	DID YOU KNOW THERE ARE A LOT OF MISTAKES WHEN BAKING??
DESIRE	<ul style="list-style-type: none"> ✗ Your cookies aren't baking evenly ✗ Use eggs straight from the fridge ✗ Use the wrong kind of flour ✗ Measure flour the wrong way ✗ Soften butter too much or not enough ✗ Over grease your cookie sheet
CONVICTION	<p>All of these mistakes can make your cookies taste weird and ended up go to your garbage bin. But don't worry if you guys don't have time to do so we are here to help you. Let's try and purchase our premium VELVETO and SEASALTO</p> <p>price: RM 25/bottle weight: 195 grams (cookies only)</p>
ACTION	WHAT ARE YOU GUYS WAITING FOR PLACE AN ORDER WITH US NOW. Press "Send Message" and we will reply as soon as possible!

Soft Sell 16



ATTENTION	ATTENTION KUKIIII 📢📢 ANOTHER DAY ANOTHER SHARINGG 📢📢
INTEREST	WHY YOU SHOULD BE THANKFUL FOR YOUR COOKIES? 🍪🍪❤️
DESIRE	<ul style="list-style-type: none"> ❤️ Cookies are Delicious ❤️ Cookies inspire creativity ❤️ Cookies Bring Families Together ❤️ Cookies Can be Good for You ❤️ Cookies Bring Happiness ❤️ Cookies Make us Smile
CONVICTION	So kuki, please appreciate every bite of your cookies 🍪🍪 There are so many cookies in the market? Don't know which one to choose? Don't worry WE ARE COOKIELICIOUS and WILL ALWAYS BE WITH YOU 🍪❤️ just choose your favorite cookies either VELVETO or SEASALTO 🍪❤️
ACTION	WHAT ARE YOU GUYS WAITING FOR PLACE AN ORDER WITH US NOW 🍪🍪 Press "Send Message" and we will reply as soon as possible! 📱📱 🍪🍪

5.6. Sales Report



6. CONCLUSION

By completing this Social Media Portfolio, we gained a lot of experience and knowledge. We genuinely enjoy the process-related experience we have had. We gained knowledge on how to manage internet business on social media and generate income for our company. Since consumers today prefer to shop online rather than in-person, having understanding of the internet business world can help us in our efforts to advertise our products online. This is due to the fact that it is much better and simpler for the customer. As part of our Social Media Portfolio project, we also learned how to engage online users, advertise our brand, and interact with our viewers. A lot of Facebook's business tool features have caught our attention, and we believe they are incredibly useful for managing online businesses.

We sincerely hope that our online business will continue and prosper since we need to do so in order to realise our objectives and vision of being a well-known cookie brand in Malaysia's food industry. To satisfy the demands and wants of the consumer while maintaining the quality and price of our product, we will make every effort to win their continued brand loyalty. Additionally, we believe that the success we will have in the future will lower unemployment rates by giving people the opportunity to work for our business.

In a word, we are thankful to have this kind of opportunity and the chance to complete this assignment, which needs a lot of work and skills like generating an intriguing copywriting and unique design to grab customers' attention. For us as students and potential business owners, this task is incredibly helpful. Last but not least, we are committed to using our expertise to build this Facebook page so that our company can eventually become very successful. We also hope that our products will meet market demands, satisfy our customers, and bring the joy of eating cookies to everyone on the world.