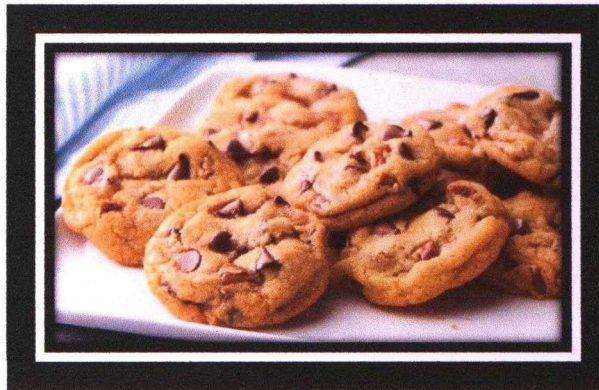




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UNIVERSITI
TEKNOLOGI
MARA



ENT530: PRINCIPLE OF ENTREPRENEURSHIP

SOCIAL MEDIA (RAZYAN COOKIES)

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1.0 EXECUTIVE SUMMARY

What is Entrepreneurship? Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs. Entrepreneurship has been described as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit". While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a start-up, a significant proportion of start-up businesses have to close due to "lack of funding, bad business decisions, an economic crisis, lack of market demand or a combination of all of these.

Razyan Cookies is homemade cookies made by me, the owner of the cookies which is Irra Izyani Binti Ahmad Puad, student from UiTM Puncak Alam. This product produce cookies in 3 different flavour and price which is Chocolate Chip Original (RM8), Chocolate Chip with Badam (RM9) and Chocolate Chip with Nutella (RM9). The price of this cookies are affordable for the customer because the price are not too expensive. Other than that, Razyan Cookies offer free delivery in UiTM Puncak Alam.

As we know there a lot of competitor out there selling cookies as their product. But Razyan Cookies is different from all of the competitor. The difference is between the price, quantity and also quality of the product. To attract customer, Razyan Cookies also have their own slogan which is Delicious, Crunchy and Famous. This slogan been use to describe the taste of the cookies. Of course I cannot avoid the competitor but I still have my own way to market my product by using Facebook as my media social in selling my business. To make customer more satisfied and attract to my product I will keep update my Facebook page which is [@Razyancookies](#) and if the customer want to book their cookies or need know more info about Razyan Cookies they may call 011-23176030.

2.0 INTRODUCTION

Razyan Cookies is the name of my business and located at UiTM Puncak Alam, Kuala Selangor, 42300. This product is homemade cookies and this cookies been produced at my house which is located in Shah Alam. The vision of my business is the satisfaction of customer is our priority. While for my mission of business is to market my product well known in Malaysia.

I will produced 30 jar of cookies with 3 different flavour. The flavour of my cookies is Chocolate Chip Original, Chocolate Chip with Badam and Chocolate Chip with Nutella. How about the price? The price is so affordable to all customer and my focus or my target market now is a student in UiTM Puncak Alam. The price for Chocolate Chip Original (RM8), Chocolate Chip with Badam (RM9) and Chocolate Cookies with Nutella (RM9). To make customer satisfied about my product I offer to them delivery service without any charge.

SSM

CERTIFICATE