



اَوْنِبُوْرَسِيْتِي تِي كُونُوْمِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

**SOCIAL MEDIA PORTFOLIO**

**Group : AC2203E**

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## **Executive Summary**

Crunchy Yummy Cheese is a new sole proprietorship business that operated in Malacca. The name of the company was generated from the crunchiness of the product which is from the combination with cheese and tasted very yummy. I get the "Popia Cheese"

The product that my company sells is "Popia Cheese". Nowadays people love to try something new and rare with the combination with cheese such as "Pisang Goreng Cheese", "Keropok Lekor Cheese" and others. So based on my observation, the people choose "Popia Cheese" because they can eat it anytime and also easy to bring it to anywhere. I get the "Popia Cheese" stock from my friends that study near by my home and then sell it to the people.

My target market of customers characteristics comes from various levels of income and type of people. For the first time, I am just selling the "Popia Cheese" around my village with the price of RM 15 per balang and get full supported by the people there. Then I try to sell this popia around my university which is UITM Puncak Alam. So my next target is the student because they can eat it when they were in study. So in UITM, I have my some promotions and offer to them which I sell the popia cheese RM 13 per balang with free delivery,

In conclusion, I hope that "Popia Cheese" can win the customer's heart because of their taste and crispiness. My vision is I want to make sure every home has this Popia Cheese, so that I can generate my income, can help people and raise the Crunchy Yummy Cheese around the world.

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# 1. Business Registration



BORANG D (KAEDAH 13)



## PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956

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