



UNIVERSITI
TEKNOLOGI
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**PRINCIPLES OF ENTREPRENEURSHIP
(ENT 530)**

BM 243

**SOCIAL MEDIA PORTFOLIO
BUTTER COOKIES BY QUN COOKIES**

**GROUP:
NBH6A**

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contact*

Acknowledgement

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Executive summary

Most of people nowadays not really know how to bake their own cookies and they define it as time wasting and also not relevance. With this sentence, we as a company manage to conclude solution for people to get their cookies instant without think about time consuming and taste profiling.

Market size for this product are mostly targeted on household that monthly income as stated as B40 and M40. With many competitor on the busy highway, this product offer more than a cookies itself. The taste profile will bring consumer to experience premium butter cookies with affordable price. Target segment is on psychographic segment which is customer that lifestyle on favourite with cookies. As this segmentation include seasonal event like Hari Raya Aidilfitri event, Chinese New Year event, Deepavali event etc.

Benefits that consumer will get from our business is we offer as lowest price as possible for our range of product to encourage target segment to subscribe and next engage in long term relationship. For the sake of competition, a lot of company provide same product like our company, but the different and uniqueness our product is consumer will have a great experience of having premium taste cookie with affordable price range.

For the fund, we didn't take any loan with bank for starting, all the business capital was contribute by own director at RM4000.00. But in the future, as the company will grow, the capital need to be increase also. Then by the time, bank loan will be required.

Table of Content

<u>NUM</u>	<u>SUBJECT</u>	<u>PAGE</u>
	Acknowledgement	
	Executive Summary	
1.	Business Profile	1
1.1	Business Introduction	1
1.2	Business Background	1
1.3	Organization Chart	2
1.4	Vision and Mission	2
1.5	Description of Product	2
2.	Facebook Page	3
2.1	Create Facebook Page	3
2.2	Likes and Custom URL Facebook Page	4
2.3	Facebook Teaser Post	5
2.4	Copywriting – Soft Sell	12
2.5	Copywriting – Hard Sell	23
2.6	Frequency of Posting	33
2.7	Facebook Sales Report	36
3.	Conclusion	40

1. Business Profile

1.1. Business Introduction

Qun Cookies Sdn Bhd is the chosen name for the company. The purpose of the name is the name of the owner and also the company director Mohammad Furqun Ishak and it targeted to sell a variety of cookies in the future. The company was started with a few brainstorm on what is the product to be sell. With all the effort and support by the starting team, Qun Cookies already publish his own brand which is Butter Cookies by Qun Cookies.

This company was develop since 2016 and already grow each year. With this five backbone of the company in the starting team, it growth now as fast as the passing years. The company targeted to grow with annual revenue RM50 000 with more than hundred staff by 2025 with own plant and a variety of product sell.

1.2. Business Background

This Qun Cookies Sdn Bhd business was started back in 15 April 2016.

Detail as below

Name : Qun Cookies Sdn Bhd

Address : No 14 Lot 3340 Jalan Besar Kuang – Rawang Batu 17 Kampung
Cempedak Kuang, 48050 Rawang Selangor

Capital : RM4000.00