



اَبُو سَيِّدِي وَابْنِي سَيِّدِي  
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**FACULTY OF ART AND DESIGN**

**ENT 530**

**PRINCIPLES OF ENTREPRENEURSHIP**

**ASSIGNMENT 2**

**SOCIAL MEDIA REPORT**

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## 1.0 INTRODUCTION OF BUSINESS

### 1.1 Introduction



“CRIMEBITES” is an online based entrepreneurship that sells homemade chocolate callebaut cookies with melted Belgium chocolate. Their two top sellers are ‘Chocolate Chunk Cookies’ and ‘Rocher Cookies’. I choose this brand and product because I want to promote these trendy and viral cookies to all the cookies and sweet-lovers on how crunchy and tasty they are and not just ordinary cookies.

I applied as a CRIMEBITES dropshipper from an advertisement from an Instagram account @crimebites\_my as they need dropshippers and agents. I had Miss Aida who guides me on the details and information about the products. The dropship commission is RM3 for each bottle/tub sold. I choose to operate my business by social media which is making Facebook with a page (‘Crimebites Joy’ with URL link created <https://www.facebook.com/Crimebites.Joy>.)

### 1.2 Mission

1. To build good relationship with customers and gain their loyalty and trust.
2. To promote product and sharpen brand marketing of quality homemade product.
3. Providing excellent service that exceed the expectations of customers.

### 1.3 Vision

To enhance the skills and professionalism in business management.

#### 1.4 Product and Price



Old product/packaging



Latest product/packaging

Previously, CRIMEBITES only had one original flavour which is Callebaut Cookies and now they have expanded to two new products which is Chocolate Chunk Cookies (original) and the latest Rocher Cookies (chocolate with hazelnuts). For the price, CRIMEBITES' Chocolate Chunk Cookies is sold RM28 per tub and Rocher Cookies is sold RM29.90 per tub. The pricings are very reasonable due to the premium ingredients used such as the melted Callebaut chocolate are made from Belgium and the cookies are made from pure butter. Consumers who buy more than one tub will get a special price.