



اَوْنُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA REPORT

Unicornsnacks



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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EXECUTIVE SUMMARY

Unicornsacks is still very new in this bussiness. They have been corporated since early 2020. Unicornsacks is a colourful mixture cereal snack. It is also the first colourful snack in Malaysia. .The original food product from Eza is their beautiful butter cake. Eza owns sugarsparkle and also Unicornsacks. What makes unicornsackcs unique? Well the answers is in the colour itself. Unicornsacks used premium white chocolate with colour to make their unique chocolate sauce. Unicornsacks content rice crispy, fruit loop. marshmallow, sprinkles and colourful rice crispy.

Unicornsacks can also last up to 2 month. It is proven that White chocolate will make your day. If you have a bad day, just chew a bite or two of white chocolate. It will surprisingly makes you feeling better. As white chocolate contains a substance of happy feeling production. According to our customer feedback, our food product taste super good and less sweet than any other product. Hence, this product provide a good insight for the continuation of sake to our customers.


Since early of its opening, Unicornsacks has sold more than 2000 box. Increasing demand for our product result a good profitable sale revenue to my bussiness project. Therefore Unicornsacks is a good marketable product of choice.

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1.0 INTRODUCTION OF BUSINESS

1.1 Business Registration



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