

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: Wani's Matcha Cookies

FACULTY & PROGRAMME: AD244 - BACHELOR OF INDUSTRIAL DESIGN

SEMESTER: SEMESTER 5

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Thank you.

EXECUTIVE SUMMARY

Wani's Matcha Cookies is a family business that sells freshly baked green tea flavored cookies or in Japanese, "Matcha". This family business has only started in November 2020 since the pandemic occurred and all the cookie baking activities I did together with my family. The ingredients we used for baking cookies consist of high-quality ingredients that suit the tastes of Malaysian people.

The uniqueness of our matcha cookie is the use of white chocolate and macadamia nuts which further enhances the flavor and adds texture to the cookie making the customers become addicted. We also use cans as our matcha cookie packaging to make it look more exclusive and moreover customers can also recycle the can.

The target customers of our business are among the fans of cookies and green tea whether young or old. Our business provides a cookie delivery service to customers living in Selangor. We use Facebook pages as our platform to promote our family business and communicate or serve our online customers.

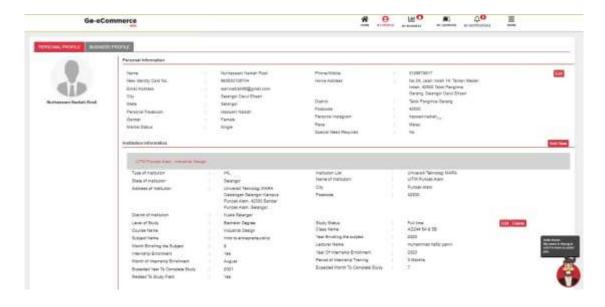
Our matcha cookies are always available throughout the years including special celebrations as our aim is to satisfy our customers' cravings We also want to bring quality and taste together to create a local brand that stands the test of time.

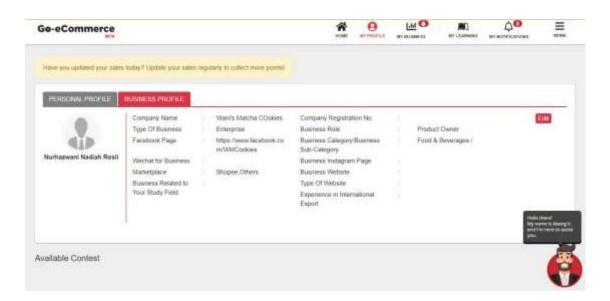
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1.0 GO-ECOMMERCE REGISTRATION

Wani's Matcha Cookies is a business that registered under Go-commerce.





Picture 1 : Go-Ecommerce registration (Print Screen)