



# TITLE: SOCIAL MEDIA PORTFOLIO

## PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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## **EXECUTIVE SUMMARY**

Crunchy Cookies selling a cookies as the primary products. Our Crunchy Cookies target group of our customers certainly a cookie lovers. We also provide a various types of cookies for our customers. Additionally, our business has offers an affordable cookie to our customers especially to all of cookie lovers. In addition, our business also provide a various types of cookie which is believed and delicious with affordable price. Moreover, our Crunchy Cookies also take and accept any booking of cookie in a large quantity. Normally, our business get order a cookies as a door gift to guest.

Furthermore, our strengths of business is a strong product that supported by a best quality, healthy and also a affordable price. So here, our cookies lovers will be more attract to our product because convince. However, our business also facing with a competitors such as homemade cookie yet, it's a normal thing in business and we consider it's a healthy competition to improving our business to be more better. Additionally, our business have a platform of social media which is Facebook Page that able to increase an awareness and attract our new customers especially cookie lovers to find out our products. Moreover, from our Facebook page they will get a new updated related to our cookies.

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## 2.0 INTRODUCTION OF BUSINESS

### i. Name and address of business

Name : Crunchycookies.co

Address : No 4 Kawasan Perindustrian Kuala Ketil, Kedah Darul Aman

### ii. Organizational Chart



### iii. Mission/vision

#### ✓ *Mission*

To provide the best cookies by a perfect home made styles cookies

#### ✓ *Vision*

To convey the flavour of our cookies for cookie lovers

### iv. Description of CrunchyCookies.co

Crunchycookies.co has a variety of cookies. The cookies also has an exclusive flavour such as Origanal Butter Chocochips, Dark Chocolate chips, Oat cookies and Florentine Cookies. Additionally, CrunchyCookies.co offers cookies at an affordable price.