



اَوْنِيُوْرَسِيْتِي تِي كُوْلُوْمِي مَنَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



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## SOCIAL MEDIA PORTFOLIO

### MUNIE'S SNACK

#### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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- H/HS/HS  
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## EXECUTIVE SUMMARY

Munie's Snack is a new local company that located in Puchong, Malaysia. The name of this company is come out from the nick name of the owner which named Munirah Binti Mohd Radzi. The journey is begin on April, 2018 when I start to make a very delicious cookies by my own recipe for Hari Raya festive. But after too much demanding on my cookies I decide to continuously produce a cookies all the time. On February 2019, I start to doing hardly promotion by creating a Facebook page for my brand.

I start the business with the small total capital of RM5000 as it is enough to run my business based on order received at that time. For the first time, I do my business alone but after almost 1 year, I have 3 general workers. 2 assistant baker to help me in the kitchen and 1 for deliver my cookies. This is because I can gain a profit two times from my first capital.

As an empire of traditional and modern cookies and snacks, I am providing a special and delicious traditional cookies such as Kuih Ros, Bahulu, and Kuih Karas kedah. Modern cookies like Dahlia Susu, Almond London, Ghost Choc Chip is the most customer's favourite and Banana Chips is a snack for all the time. I am make sure all my cookies and snacks is homemade and made from a high quality.

My target market is focus on all individual especially workers who not have enough time to make their own cookies and cookies lover. I provided "cash on delivery" (COD) within Lembah Klang area and nationwide if the order minimum 100boxes. What I hope is, by doing an aggressive promotion such as through media social, it can help me to build my brand which is Munie's Snack to be well known in the world and Malaysian especially.

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