



اُونِيُوَرَسِيْتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

CHÜBB

SOCIAL MEDIA PORTFOLIO
CHUBB COOKIES

PRINCIPLE OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY : FACULTY OF ART & DESIGN

PROGRAMME : AD 241

SEMESTER : 05

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO PROGRESS 3

NAME : ZARITH ALYSSA BINTI MOHD ZAAID

STUDENT ID : 2020986455

GROUP : AD2415D

LECTURER : MADAM RAHAYU HASANORDIN

ACKNOWLEDGMENT

First of all I would like to extend my thanks to Madam Rahayu Hasanordin for providing me the chance to undertake this excellent work and guide us in its progress as a lecturer for the Entrepreneurship Principle (ENT530). Despite the tremendous repercussions of the COVID-19 pandemic, she was incredibly patient and helpful to all her students.

Without the help and assistance from my sister Zarith Aleya Maryam and my parents, Azlishah Idris and Mohd Zaaid Ahmad this project could not have been accomplished as they have helped me so much from helping me finding the right cookie recipes that could satisfy the customers and supporting me in terms of financial needs.

I would also love to give my deepest gratitude to all my friends for supporting my business, especially Iman Karmilla and Ridzlan Rozaiman who have been supporting me mentally and physically from the very start. Without their help, I would not have successfully managed to complete my business. I am so grateful for everyone who has spent their time in giving me a hand. I truly appreciate every one of them.

EXECUTIVE SUMMARY

CHUBB COOKIES basically sells cookies that come in big sizes and specially made with love for all cookie lovers who prefer big sized cookies over the regular sized ones. The main purpose of Chubb Cookies being made is that I, myself personally enjoy cookies that are big in size. The bigger the better, with a glass of milk to dunk it in and that would be the best companion you could ever ask for. Best to eat early in the morning while enjoying the morning breeze or before you go to bed and that will put you to sleep in an instant.

What inspires me to start this business is that I can see that people nowadays are starting to love big sized cookies because it just tastes better and it for sure makes you happy when you are full. After talking to a few friends and asking them about their preference on cookies, I could say that big cookies have somehow become a trend and everyone is going crazy about it so of course I wanted to jump on the bandwagon and decided to make some on my own.

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2.0 Introduction of business

2.1 Name and address of business

Name of Business : CHUBB COOKIES

Address of Business : 12, Jalan Desa 13/4 Bandar Country Homes, 48000 Rawang, Selangor

