



اَبُو سَيْدِي تَيْكُو لُو كِي مَارَا
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TEKNOLOGI
MARA

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SOCIAL MEDIA PORTFOLIO (SEASALT CHOC CHIP COOKIES)

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EXECUTIVE SUMMARY

The food and beverages industry are one of the industries that has bursting of continuous opportunities, as it is because the industry itself had diversities and can cover a whole range of areas such as product development, food technology, marketing and communications, wellbeing, human resource, and so on. But the most important point other than the industry can help in expending economic opportunity in various sector is that food and beverages are an essential to human life and health, therefore businesses in this industry will always have demand to supply or fulfil the human needs, as long as they are alive. This shows that anybody who consider having a career in F&B industry would most possibly have good career prospects, can learn new skills, and exciting working environment. Hence, the reasons why our company decided to take these good opportunities to be involve in this food and beverages business. M

However, every industry has their own challenges, and it is up to businesses to find solutions in order to stay competes with others to survive in this field. Every individual or business in this industry need to have knowledge. Knowledge is important for everyone to have because it can help an individual in the problem-solving process by freeing up their memory storages and help in the recollecting data or information they had learned or experience in the past that also can be used to expands the reasoning during the thinking process. Besides that, creative and critical thinking skills is also one of the most important aspects individuals or businesses should have which not applicable in the F&B industry only, but also to another industry. A businessperson needs to think creatively because in order to survive and stay relevant within this industry, they need to create or invent something new that can attract potential buyers' interest.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of the Business

Our company name is called as The MSS Shop, and it is created as well as established in April 2021 by Mursyidah Izzati Binti Mat Zaid. Currently the business located in Kuala Lumpur and only sells one type of product, which is the Seasalt Choc Chip Cookies. Originally the business owner wants to name the company as The Sweet Shop, but instead changed it to The MSS Shop in case the company will want to explore or venture to produce or sell another type of products that are not limited to food and beverages, and sweet things only and this is good because it can give flexibility to the company to create their own products or services with different concept and theme in the future.

The MSS Shop is an enterprise type of business because it is currently only having one owner that responsible to manage the ownership and the responsibilities of the business activities such as for the production of the cookies, promoting the products, the shipping activities, and many more. This means that all capital and expenditures such as for the raw materials, manufacturing cost, and the marketing strategy, as well as the profits or loss from the business activities will be full given or borne by the owner of the company.

2.2 Business Logo

