



اَوْنِيُوْ سِيْتِيْ بَاتِيْ كُوْلُوْ كِيْ مَارَا
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PRINCIPLES OF ENTREPRENEURSHIP
(ENT 530)

INDIVIDUAL ASSIGNMENT
SOCIAL MEDIA PORTFOLIO

GROUP CLASS
ENT530X

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EXECUTIVE SUMMARY

Sweetb is a small business that offers products and service to the customer who likes to eat Brownies that is yummy, chocolate and sweet. It is suitable for all age groups because this brownie is very chewy and fudgy that easy to eat. The strategic location for this business operates in a developing housing area in Mont Kiara, Kuala Lumpur.

Sweetb was established in 2016 until now and the business owners choose to venture into this field because she has confident in the experience of baking. Throughout this phase as well, this brownie has been selling around Kuala Lumpur and Selangor that are not far away. It is either can cash on delivery or delivery by application which are Grab delivery or Lalamove.

This Sweetb brownies comes in two different choices which are plain brownies and brownies with chocolate drizzling topping. The price of the Sweetb brownies is also affordable for the customer based on the flavor they want to buy which are RM35 and RM38 that store inside the box. This brownie also can keep it for weeks or not more than 2 months.

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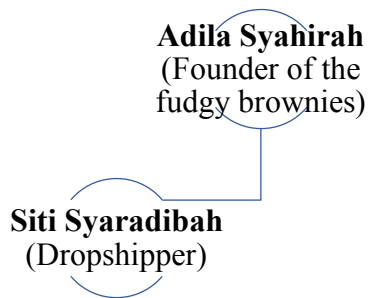
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INTRODUCTION OF BUSINESS

Name and address of business

The name of the business is Sweetb and address that where the business located in housing area which in Mont Kiara, Kuala Lumpur.

Organizational Chart



Mission and Vision

Vision

The vision for this brownies business is to bring joy to the entire world also provide high-quality products to the communities that the customer demands and give back to the things that bring people together.

Mission

For the mission is be known as everyone's favorite bakery, one that gives back more to its community and the environment than it takes.

Descriptions of product

The descriptions of product is the texture of a fudge-style brownie dense and moist, similar to fudge. It will be richer than a cake-style brownie since it will be more buttery. The brownies' main ingredient is Beryls milk chocolate and Belgium chocolate, which makes them unique and tasty among other brownies. The brownies are 9 inches and may be properly stored in a white box

Price list

The price list for 3 different brownies is first for the plain brownies is RM35. Second for the brownies with chocolate drizzling topping is RM38. The last one for the plain brownies mix with chocolate drizzling topping is RM37.