



SOCIAL MEDIA PORTFOLIO:



CRIMEBITES.YAYA



CRIMEBITES(HQ)

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In addition, I would like to express my gratitude for being blessed with a supportive family. They not only financially support my start-up business, but they also constantly encourage me in my endeavour.

Finally, I am grateful and thankful, who have been extremely supportive of me and my business from the beginning to the present.

EXECUTIVE SUMMARY

Crimebites.yaya is an online business that sells a variety of cookies. It is an online business that works as an agent for a local brand called Crimebites. For any queries or transactional procedures, Crimebites.yaya works on many channels, including Facebook, Instagram, and WhatsApp. Furthermore, Crimebites.yaya customers are free to use any of the accessible channels to contact us according to their preferences. Although Crimebites.yaya is a completely online business, the majority of its operations take place in Muar, Johor.

Moreover, Crimebites.yaya aspires to provide consumers with an excellent and authentic online purchasing experience. We want to provide only the best and highest-quality items to our clients at a reasonable price. Also, we put a high priority on client satisfaction. As a result, our goal is to sell a variety of cookies made with high-quality components including Callebaut Chocolate and pure butter. Aside from that, the cookies have a really crunchy texture and a lot of chocolate pleasures.

Crimebites.yaya's operational plan, as we are an agency business, comprises marketing and advertising. We aspire to be one of Malaysia's most successful agent businesses. To reach this goal, we want to make periodic changes to our business to guarantee that we are in healthy competition with other businesses in the same food and beverage industry as us.

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1.0 INTRODUCTION TO BUSINESS

1.1 Business Information Sheet

Name of Business (with logo)	:	Crimebites.yaya 
Name,	:	Nur Aliya Sofia Binti Mohd Hanif
Phone number	:	010-3714093
Email	:	nuraliyasofia00@gmail.com
SSM registration	:	-
Official business email address	:	-
FB webpage address	:	Crimebites.yaya https://www.facebook.com/crimebitescookies.yaya
Instagram link	:	@_yaafia https://www.instagram.com/_yaafia/
Brand name	:	Crimebites
Online usiness mode	:	Stock Agent
Nature of business	:	Selling and delivering variety of cookies