



SOCIAL MEDIA PORTFOLIO: COOKIES BERANTOO



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Last but not least, I also address this speech to all parties directly or indirectly involved. I appreciate all the help given to me. It gave a thousand a meaningful experience to learn new things. Thank you very much.

EXECUTIVE SUMMARY

Berantoo cookies are made locally and come in four different flavors: chocolate, red velvet, charcoal, and coffee. Each customer receives a free premium chocolate poach and also a chopstick. Southbay Plaza 1-1-2, Cangkat Batu Maung 1, 11960 Bayan Lepas, Penang is where Berantoo Cookies Company is located. Berantoo cookies are available for purchase 24 hours daily, seven days a week.

A jar of Berantoo Cookies will set you back RM16.00. After becoming a mini agent, each jar earns RM3.00, and after becoming an agent, it gets RM6.00. Berantoo Cookies' packaging is very appealing to the buyers, as is the fragility of the cookies, which are not easily brittle. What makes Berantoo Cookies packaging unique the color of each jar, followed by the color of the cookies also the quantity of cookies is a lot. Berantoo Cookies uses premium ingredients to produce high-quality cookies, so the price is very reasonable.

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1.0 Introduction Of Business

1.1 Business Information Sheet

Name of Business (with logo)	: Cookies Berantoo 
Name, Phone number & Email	: Nurshazratul Shafika Binti Mohd Shamsuri 016-6349262 shazratulshafika25@gmail.com
SSM registration	: -
Official business email address	: sincerelyfromheart.work@gmail.com
FB webpage address	: -
Instagram link	: @cookiesberantooHQ
Brand name	: Cookies Berantoo
Online business mode	: Agent
Nature of business	: Producing, selling and trading of cookies with premium chocolate
Type of products	: Variety of cookies flavours (eg. chocolate, red velvett, charcoal & coffee)
Main competitors	: 1) Mellow Crunch