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(SOSIAL MEDIA REPORT)
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EXECUTIVE SUMMARY

The main objective of this business is to offer edible snacks to our customers of all ages, whether old or young. We use real fruit flavored ice cream and the best ingredients to give to our dear customers. Our products prioritize customer satisfaction, with increasing covid conditions causing many customers to buy online. We introduce real flavored fruit ice cream and ready to freeze at home for 12 hours. We provide packing services as these Ice Bars can withstand room temperature. In addition we ensure food items are delivered in good condition to our customers. The price offered is also reasonable.

Our target customers are children and teenagers. This is due to the condition of PKP which causes them to not be able to get out of the house and boredom while at home. We provide food that they can eat while attending classes online and while watching television. We have received a lot of good feedback since our opening stating that their children love real fruit-flavored Ice Bars and that these Ice Bars can be made into a drink essence.

We provide services provided through payment to those close to our area. We also provide gift boxes to those who want to surprise their love. This is one of our marketing to attract more customers to come and buy our products. This product from Pops Malaya received a good response. Has proven that Product Pops Malaya is a good choice snack with products that will thrive here and throughout Malaysia.

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INTRODUCTION OF BUSINESS

POPS MALAYA / No. 21, Jalan Bulan U5/166, Bandar Pinggiran Subang 40150
Shah Alam, Selangor

POPS MALAYA CHART ORGANISATION

