



# SOCIAL MEDIA PORTFOLIO

## CRUNCHIES COOKIES



### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME: FACULTY OF HOTEL & TOURISM

#### MANAGEMENT

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## **EXECUTIVE SUMMARY**

Crunchies Cookies is a brand of cookies product. The major objective of this brand is to sell the cookies with affordable price and use premium ingredient in our cookies, give the greatest choice to the customers.

We started our business with create Facebook Page on 31 May 2020 and register the product in Go-Commerce on 25 April 2021. Our first product is biskut ice cream. Our business is started to grow up with three new product biskut fruity, brownies pod and cheese tart.

Crunchies Cookies targeted market is adult. The speciality about our product is suitable for everyone from kids to adult in term of the taste and the design. Next, we also do the promotion which is Mid-Year Sale and promotions during Eid- Adha to increase our sale and make the people know our brand.

## 2.0 INTRODUCTION TO BUSINESS

### 2.1 Business name and address

Crunchies Cookies is a business that sell cookies. We are sell crunchies cookies such as biskut ice cream, biskut fruity, brownies pod and cheese tart. Our business moto is delight yourself which means enjoy every moment to eat the cookies. Crunchies Cookies targeted market is adult. Our cookies is suitable for kids to adults in term of the taste and the design.

The logo is used red colours which in psychologically, the colour red is a symbol of the emotions of courage, love and strong desire (determination). The colour red is easily eye-catching. (Kevin, 2019). Meanwhile, round shape show community, friendship, love, relationships, unity, perfection, attention, protection. (Sukhraj, 2021). The star is mean achievement, success and light into our business.



Figure 1.1: Logo for the business