



اُونِيُوَرَسِيْتِي تِيَكُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT



ENT530: PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO: EATICO.MY

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EXECUTIVE SUMMARY

Eatico.my provides products in the name of cakes but in the form of biscuits which are brownies cookies. The main objective for this business is to promote a unique kind of dessert which is two different kinds of dessert in one feed which taste like brownies cakes but in the term of cookies.

This business was started on 1st March in 2021. According to the customer review, I was so grateful that my product has fantastic taste and all of my customers like the uniqueness of it. The brownies cookies are made from a premium ingredient which is from beryl's chocolate and the almonds are imported from the USA. The range of price of this product is really affordable and based on customer reviews, customers are really satisfied with the price because they can have a good taste of home-made and fresh baked cookies.

Since early of its opening, Eatico.my recorded of sold more than 100 jars of brownies cookies and I hope that more increasing of demand in this product also in further. I really hope eatico.my can stand alongside other great businesses out there.

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II. INTRODUCTION OF BUSINESS

❖ NAME AND ADDRESS OF BUSINESS

Eatico.my is a business name that we had decided that the main product is brownies cookies. We decided to use this unique name suited with the taste of it. Our business motto is “these brownies cookies taste like your favourite brownie” as located at packaging. We use a jar for the packaging so that the crunchiness of the cookies will be still crunchy. This brownies cookie is targeted for all levels of age where this cookie is not too sweet and people will love to eat without worrying about fat content because we are using dark chocolate which contains the origin of chocolate without containing milk in chocolate. But we still use icing sugar and butter to balance the taste of cookies. But these cookies are suitable for people who love chocolate and crunchiness.