



FACULTY OF INFORMATION MANAGEMENT
BACHELOR IN INFORMATION SCIENCE (HONS.) INFORMATION MANAGEMENT SYSTEM
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO:

YABAI KUKKI

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EXECUTIVE SUMMARY

Aqilah Humaira Binti Abd Rahim is the founder of Yabai Kukkī. Yabai Kukkī is a food-based business that sells various flavours of freshly baked homemade cookies with affordable price to satisfy her sweet-tooth customers. Using the social media platform, Facebook as the medium for this online business, Yabai Kukkī is known for its scrumptious and affordable cookies especially during this Movement Control Order (MCO) in regards of the pandemic outburst. Customers may choose to buy their desired cookie flavour through the official platform named 'Yabai Kukkī' on Facebook. The name Yabai Kukkī was originally taken from the Japanese word '*yabai*' or 'やばい' which is an adjective to indicate something awful or dangerous. However, the term itself is also a slang word used by young people when expressing that something is amazing, or when something is too good that it is dangerous. The word '*kukkī*' was also taken from the japanaese word which is directly translated into cookie. Taking the consideration that people these days tend to get hooked up upon hearing unique and trendy words, the name 'Yabai Kukkī' is then being used as the official business name. Throughout the whole business setup of 'Yabai Kukkī', the founder of this business has applied the usage of teasers posting as well as copywriting posting for both soft sells and hard sells to attract and persuade the potential customers. This social media platform shows the requirements and process of the business setup as a whole.

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2.0 Introduction of business

2.1 Name and Address of Business



Figure 2.1.1 shows the logo of Yabai Kukki

Business Name	Yabai Kukki Sdn. Bhd.
Business Address	https://www.facebook.com/yabaikukki/
Type of Business	Sole proprietorship
Main Activity	Food production and distributor
Operating Hours	Every day, no specific times
Business Motto	"The key to a happy tummy starts from the kitchen."
Business Tagline	"Small pieces of heaven, simply scrumptious."
Product Distribution	Online sales
Date of Commencement	March 2021
Date of Registration	March 2021
Contact Information	Telephone number: (+60)127180262 Facebook: https://www.facebook.com/yabaikukki/

Table 1 shows the Business Information of Yabai Kukki