



FACULTY OF BUSINESS AND MANAGEMENT UNIVERSITY  
TECHNOLOGY MARA

PRINCIPLES OF ENTREPRENEURSHIP

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(BA232)

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## **1.0 EXECUTIVE SUMMARY**

Aduktive cornflakes by Mier provides a snack which is spicy salted egg cornflakes. Our mission is to provides the premium snack for customers satisfaction. Moreover, Aduktive cornflakes by Mier also provide snacks that used natural ingredients and it also a homemade snack and it is halal. Furthermore, Aduktive cornflakes by Mier buy the product from the supplier and resell it online with a good quality and affordable price. Our target customer is suitable for all ages except babies. Other than that, we also offered an affordable price for customers in the market. This is because since our target market for all ages, we want that everyone can afford to buy and taste our Spicy Salted Egg Cornflakes.

However, in the beginning of the business, Aduktive cornflakes by Mier just provides a snack that using a crispy cornflakes and salted egg with addition of spicy flavour and that comes with 2 flavours after that which is original flavour. We have taken this original flavour from supplier special for our customers that do not eat spicy foods. However, since our business has growing rapidly, and the market shows that the snack shops industry has been sustained by increased consumer spending, which was driven by higher disposable income and greater confidence in the economy, we have decided to sold a variety of snacks. So, our product not only from cornflakes but also, a variety of snacks such as anchovy maruku (Maruku Ikan Bilis) and crispy popia (Popia Rangup).

Besides, during Hari Raya Festival, we have come out with special edition which is Raya Gift Box that contain 3 bottles of any snacks from our products. Customers can mix any type of snacks since we have a variety of snacks. Other than that, the price of each type of snacks is different. For Spicy Salted Egg Cornflakes and the original flavour is RM15 and Maruku Ikan Bilis and Popia Rangup is RM18. However, for the special raya gift box, the price is based on the snacks that customers requested. But normally for 3 bottles of spicy salted egg cornflakes in one box the price is RM50.

Lastly, Aduktive Cornflakes by Mier always makes an offer which is free postage and discount to gain customers' interest in the product. Moreover, the platform for our online business is Facebook and WhatsApp, this platform has been chosen because of most of our targeted customers are using this online platform.

### 3.0 INTRODUCTION TO THE BUSINESS

Name and address of the business



The business name is Aducktive Cornflakes by Mier. The reason why this name is selected it is because our main products is made by cornflakes and aducktive name are the combination of salted egg and the pronunciation of the word addicted to show that our product is addicted if they buy it.

The business is located at 895, JLN E4/2 Taman Ehsan Kepong, Kuala Lumpur 52100 WP. Kuala Lumpur.