



اَوْبُوْرَسِيْتِي تِي كُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF HEALTH ADMINISTRATION (HONS)
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**SOCIAL MEDIA PORTFOLIO
(KUE BANGKIT CHEESE)**



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EXECUTIVE SUMMARY

Kue Bangkit Cheese is a home based cookies business that start operated in February 2020. Located at Klang, Selangor, it is a sole proprietorship business in food industry with the assistance of family and friends. The Kue Bangkit Cheese's main product is Malaysia traditional cookies, namely kuih bangkit with offered two flavours, bangkit coconut and bangkit cheese.

The reason we choose to involve in food industry because it is the major manufacturing industry in the world presently and it will continually expand over the years. Moreover, we believe that with a twist both traditional and modern elements in our bangkit flavour, coconut and cheese, make it a potential product for sale and will undergo expansion in the future. As our mission and vision are to be Malaysia's food company of choice and to drive sustainable growth through innovation and expansion of the operation.

As a home based cookies business, we choose to market our product at several strategic places include local coffee shop and retails store around our area as well as market our product in social media platform such as Instagram and Facebook page. Besides, we also offered cash on delivery (COD) using third party delivery services include Foodpanda and Grab Food for customers around our residence.

Our target customers include all ages from children to elderly and all gender. This is because bangkit cookies is Malaysian's favourite traditional cookies that has come to be loved by all generation. Besides, it is also suitable to be made as a on the go snack for children and the whole family. Moreover, bangkit cookies has become a top choice of 'kuih raya' when it comes to festival such as Eid, Deepavali and Chinese New Year.

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2.0 INTRODUCTION OF BUSINESS

2.1 Background of business



Name Of Business	Kue Bangkit Cheese
Business Address	Klang, Selangor
Corresponding Address	kuebangkitcheese@yahoo.com
Telephone Number	0126573200
Industry profile	Food industry
Form Of Business	Sole proprietorship
Main Activities	Making and selling Bangkit cookies
Date Of Commencement	1 st February 2020
Mission and vision	<ul style="list-style-type: none">• To be Malaysia's food company of choice and• To drive sustainable growth through innovation and expansion of its operation.