



اَوْنَبُوْرَسِيَّتِيْ تِيَكُوْلُوْ كِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF HOTEL AND TOURISM MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

TITLE : CHOCO JAR

PREPARED BY:

MISSHIRLEY ANAK MANAN (2016709569) HM2404A

PREPARED FOR :

EN. ZAIM BIN MOHD SALLEH

## TABLE OF CONTENTS

TABLE OF CONTENT .....	1
1.0 ACKNOWLEDGEMENT .....	2
2.0 EXECUTIVE SUMMARY.....	3
3.0 BUSINESS REGISTRATION SSM.....	4-11
4.0 INTRODUCTION TO BUSINESS.....	12
5.0 FACEBOOK.....	13-30
6.0 CONCLUSION .....	31



## **ACKNOWLEDGEMENT**

First of all, we are very thankful to God for giving us guide in doing our assignment. Not forgetting our lecturer En. Zaim Bin Mohd Salleh for giving us full guidance from the first until the end to complete our report and also our assignment. Also a big thanks for explaining in details of the terms to complete our report.

Not forgetting our family and friends, thank you so much for supporting us in finishing and completing the assignment as well as the report. Thank you for making it successfully completed and working smoothly. Also a great thanks for those who helped us directly or indirectly to complete our report and assignment. Lastly, thank you to everyone for supporting us in completing our assignment successfully.

## Executive Summary

For the entrepreneur project business, I had choose to sell food product which is chocolate rice as in Choco Rice Jar. This food product more into junk food but some does said that it is also a kind of dessert food. This where the raw materials of the food are chocolate and bubble rice. It's call as Choco Rice Jar since its a mixture of chocolate and bubble rice in a glass jar.

I only target students and Uitm staff. This is because I'm doing a service COD which is cash on delivery towards my customers. Not only I'm living inside the dorm in the Uitm which make them the nearest customer that I aim for since I don't have any transport to do COD out of Uitm.

As for the competitor, I also having a lot of competitor as there also many people who are doing the business same product as mine which is chocolate rice. Their strength is their chocolate rice have varieties of flavour which are oreo, milk and etc and what makes their weakness is their price is quite expensive for a student. While I'm selling only one kind of chocolate rice but I grantee my Choco Rice Jar is the best not only it is cheap.

As for I all, I quite gain a lot of profit from this business at which I only bought the chocolate rice at RM3.50 per jar and I'm resell it at RM5. from here I'm taking a profit of RM1.50 per jar. Anyhow it's still quite reasonable price for the students as it is the market price nowadays as I'm only following the market price.

SUNGGUHPUN SEGALA USAHA TELAH DIAMBIL UNTUK MEMASTIKAN MAKLUMAT YANG DIBERI ADALAH BETUL DAN KEMASKINI PENDAFTAR PERNIAGAAN TIDAK BOLEH DIPERTANGGUNGKAN BAGI SEBARANG KERUGIAN KERANA MAKLUMAT YANG TERSILAP ATAU TERTINGGAL .

**\*\* MAKLUMAT PERNIAGAAN \*\***

NAMA PERNIAGAAN : MISSHIRLEY ANAK MANAN  
NO PENDAFTARAN PERNIAGAAN :  
ALAMAT UTAMA PERNIAGAAN : UITM PUNCAK ALAM,  
BANDAR PUNCAK ALAM,  
42300 KUALA SELANGOR, SELANGOR.  
42300 BANDAR PUNCAK ALAM  
SELANGOR  
BENTUK PERNIAGAAN : PEMILIKAN TUNGGAL  
TARIKH MULA BERNIAGA : 26-11-2018  
TARIKH PENDAFTARAN : 29-11-2018  
TARIKH LUPUT PENDAFTARAN : 28-11-2019  
STATUS : AKTIF

**\*\* JENIS PERNIAGAAN \*\***

SELLING CHOCOLATE RICE.

**\*\* MAKLUMAT CAWANGAN \*\***

\*\*\* TIADA CAWANGAN \*\*\*