



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
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MARA

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO – ABCHOCOJARBIHA



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EXECUTIVE SUMMARY

AbchocojarBiha is a business that sell Mini Cococrunch Choco jar to the consumers. Our business provides two types of chocolate which, dark chocolate and white chocolate. We also give different types of toppings for our customers such as Milo, Oreo and Cookies. AbchocojarBiha toppings is special because it is double, at the top and bottom there is topping in each packaging.

AbchocojarBiha offers the product at customers at affordable price. The price for Abchocojar is RM14, which is cheap and affordable. Following the restriction ordered by Government during outbreak of COVID-19, we create a Facebook page as a platform for us to promote or business. Our business start to operate on May 2021. We started with 2 staffs which are the founder and the staff itself. The founder herself are the one that manage the Facebook page while the staff handle the stocks and postages.

We come up with many marketing strategies to such as discount, free delivery, free postage and others to attract more customers to buy our products. We also improving our customer services by being more responsibility and friendly with the customers.

Lastly, we hope that our business can be one of the established brand that sell chocojar not only in Malaysia but also international.

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2.0 INTRODUCTION TO BUSINESS

2.1 Name and Address of the Business

AbchocojarBiha is the business name and it was established on May 2021. The reason why Abchocojar was chosen because of the taste and high demand from the consumer. Aside from that, it is also simple yet easy for customer to remember and know about the brand. AbchocojarBiha offer online selling and delivery services depends on the distance. Additional charge for delivery must be paid by the customer depends on the distance. When the customer made an online purchase then, delivery will be made by the courier. AbchocojarBiha operate at Batu Tiga, Subang Jaya, Selangor and the delivery available for whole Subang Jaya and certain places in Shah Alam.

2.2 Organizational Chart



2.3 Mission and Vision

Mission

- ✓ To provide the best customer services in Malaysia
- ✓ To become the best Choco jar in Malaysia

Visions

- ✓ To expand our business and established our brand name so that we can penetrate international market
- ✓ To help youngster or housewife create incomes from home