



اَبُو سَيِّدِي تَيْكُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



# SOCIAL MEDIA PORTFOLIO

## CHOCODAPS

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA**

**FACULTY & PROGRAMME** : BA242 – Bachelor of Business Administration  
(Hons) Finance

**SEMESTER** : 3

**PROJECT TITLE** : Social Media Portfolio

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**LECTURER** : Madam Siti Zaitun Saddam

## **ACKNOWLEDGEMENT**

First and foremost, I would like to thank Allah SWT for providing me with the strength and blessings necessary to complete this Social Media Portfolio as part of the course work evaluation for ENT530.

I'd want to thank my wonderful parents, as well as my other family members, for their moral support in completing this portfolio. This portfolio was created with the help and participation of numerous people, including some of my friends. Aside from that, I'd want to express my heartfelt thanks to my favorite lecturer, Madam Siti Zaitun Saddam, for providing us with the opportunity to finish this Social Media Portfolio and for providing all of the advice that enabled me to complete it on time.

Despite the fact that I encountered several challenges in post teaser, soft sale, and hard sell in the start of this assignment, I was able to complete it successfully. As a result of this challenge, I got more disciplined and knowledgeable about business management. This portfolio focuses on social media marketing, specifically utilizing Facebook as a platform to post teasers, soft sells, and hard sells in order to attract buyers.

Last but not least, thanks to everyone who has been directly or indirectly involved in and contributed to this portfolio. I'd want to convey my heartfelt appreciation for the time and effort they put into my company in order for me to successfully complete my portfolio report. I think that this Social Media Portfolio will teach us something about the Entrepreneurship environment and how to become a successful entrepreneur in the future.

## **EXECUTIVE SUMMARY**

This Social Media Portfolio was created to demonstrate how digital technology helps in online sales marketing. Chocodaps offers a wide range of chocolate goods in a variety of flavours. It identifies persons who crave sweets and chocolate for snacking. It has a reasonable pricing for all sorts of chocolate. It invites people of all ages, including children and adults, to taste our Chocodaps.

Chocodaps' marketing approach focuses on the product's quality and pricing. It provides an inexpensive price for everyone, especially students, who desire excellent on-the-go snacks. Chocodaps are available in Ampang Jaya, Selangor, but we also offer a delivery service to homes, offices, and colleges, using cash on delivery and online banking as our primary payment methods.

The management of Chocodaps consists by May Sarah. As agent, I also created a Facebook page in order to develop my business through the social media platform, and I learned how to post on Facebook for business products such as teasers, soft sales, and hard sales. This platform enables me to promote my product not only in my area but also in other states.

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## **2.0 INTRODUCTION OF BUSINESS**

### 2.1 Name and address of business

Name: Chocodaps

Address of business: B4-G, 10, Jalan Permai 3, Desa Lembah Permai, Kampung Lembah Jaya Utara, 68000 Ampang Jaya, Selangor Malaysia.

### 2.2 Organizational chart



### 2.3 Mission/ Vision

Mission: - To provide a great chocolate taste at a competitively affordable price.

- Providing excellent customer service
- Accepting simple returns from customers who are displeased with their purchases.

Vision: To become a top company in the local industry and to aim for a global market that meets the needs of the customers.