



اُونِوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO REPORT: RIELKIES CHOCOJAR

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EXECUTIVE SUMMARY

Rielkies Chocojar is a local product originated from Selangor, Malaysia. It is an online business that is an agent under a local brand owner, Aerial Zafrel. Rielkies Chocojar operates on several different platforms which are Facebook and WhatsApp, for any inquiries or transactional processes. Furthermore, customers of Rielkies Chocojar are free to select any of available platforms to contact me according to their preferences. Although Rielkies Chocojar is a business that fully operates online, the location of online operation mainly takes place in Shah Alam, Selangor.

Apart from that, Rielkies Chocojar aspires to provide the customers with remarkable and genuine online shopping exercise. I intend to serve my customers with only the best and high-quality products at an affordable price. Besides, I prioritise my customer's satisfaction and preferences. Therefore, my aim is to select only the best flavours which is Riel Crunch, Riel Ball and Riel Rice. Our Choco jar is preferable because of the premium chocolate and cranberry that we put in a tub that we serve to the customers. The combination of those premium chocolate, cranberry and cereal is just perfect and tasty.


During this pandemic of Covid-19, I took the chances to sign up as an agent under Rielkies Industries Group because I think that is a great opportunity to start my online business. I started to create Facebook to sell Rielkies because I heard that Facebook is the best platform for small business to run their business. Facebook is also one of the biggest audiences I can get.

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1.0 INTRODUCTION OF BUSINESS

1.1 BUSINESS INFORMATION SHEET

Name of Business (with logo)	:	Rielkies Chocojar 
Name, Phone number & Email	:	Nurul Asyiqin Bt Mohd Ali 012-6340738 asyiqin625@gmail.com
Official business email address	:	https://www.facebook.com/rielkiesbysyiqin/
FB webpage address	:	Rielkies Chocojar
Instagram link	:	-
Brand name	:	Rielkies
Online Business mode	:	Stock Agent
Nature of business	:	Selling and delivering Rielkies Chocojar
Type of Products	:	Cereal, Chocolate, Food Delivery Business
Main competitors	:	1) Mouthgasm 2) Ropis Crunch 3) Mellow Crunch
Start-up capital	:	RM288.00 (stocks)
Product Selling price	:	Riel Crunch - RM16 Riel Ball - RM16 Riel Rice - RM16
Cost of the product	:	Riel Crunch - RM12 Riel Ball - RM12 Riel Rice - RM12
Supplier / Brand Owner Name	:	Rielkies Industries Group
Contact Details of Brand Owner	:	Name of Brand Owner: Aeril Zafrel