



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

ASSIGNMENT 3: SOCIAL MEDIA



NAME OF BUSINESS: CRUNCHY CHOCO

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| FACULTY & PROGRAMME | BUSINESS AND MANAGEMENT – BA242 |
| SEMESTER | 4 |
| PROJECT TITLE | COMPANY ANALYSIS |
| NAME | NURUL RIDWANA BINTI MD RAZALLI (2020595039) NURIFFAH NAFISAH BINTI ROSLAN (2020149869) |
| GROUP / CLASS | BA2424A |
| LECTURER | MADAM ZAINAH BINTI JALIL |

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EXECUTIVE SUMMARY

Crunchy Choco is a company founded by us, Nuriffah Nafisah Binti Roslan and Nurul Ridwana Binti Md Razalli. Choco jars were available in seven (7) different flavours from Crunchy Choco under the Krunchy Melts brand. We have a specific target market that includes people of all ages. It began with children as young as eight (8) years old and continued until adults reached the age of forty (40). Our target market for children is comprised primarily of their parents. Our business (Crunchy Choco) sells snacks made by Krunchy Choco Melts. These snacks are made with premium chocolate for all chocolate enthusiasts out there to fulfil their satisfaction and happiness. We believe that the majority of chocolate sold today is made with low-quality chocolate that is unworthy of purchase due to its high price. We think that by offering these items, consumers can quickly learn where to find the best dessert for their budget.

The term "social media" is used to describe websites and applications that allow users to share content quickly, efficiently, and in real time. While many people believe that social media is a set of applications for their smartphone or tablet, the truth is that this way of communication was first introduced by computers. The capacity to exchange images, thoughts, events, and other information in real time through social media has changed the way we live and conduct business. Our company is performed through the sale of the Choco jar, which is paid for in cash on delivery (COD) or online through Facebook. With a Facebook profile, we hope to learn more about how to promote products for business purposes on Facebook, whether through teaser posts, soft sales or hard sales. We also hope to learn more about how to grow our business through social media as well.

Crunchy Choco is focused on selling Choco jars that are one-of-a-kind in comparison to other Choco jars, and its marketing strategy emphasises the product's quality and pricing. This may also introduce them to a new flavour range Choco jars which are velvet hood, butter baby, green hero, white wizz and choco queen that have their own unique taste. In addition, Krunchy Choco Melts also provided different sizes which are big jar and small jar. Additionally, our base business location is at Bandar Melaka. This position also benefited individuals who are unfamiliar with the area, as it is easily accessible via Google Maps and Waze. In the event that we receive request order from another state, we will post it. Choco jars will be crispy and delicious, as requested by our customers, so they won't be disappointed.

3.0 INTRODUCTION OF BUSINESS

3.1 Name and Address of Business



| | |
|------------------------------|---|
| Name of Business | Crunchy Choco |
| Business Address | No 19, 1, Jalan Lagenda 1, Taman 1 Lagenda, 75350, Melaka. |
| Corresponding Address | crunchychoco.official@gmail.com |
| Facebook Address | https://www.facebook.com/crunchychoco/ |
| Telephone Number | 012-0000000 |
| Form of Business | Partnership (Food and Beverages) |
| Main Activities | Selling local Choco jars |
| Business's Motto | "You are what you eat, so eat something sweet!" |
| Date of Commencement | 25 November 2021 |
| Name of Bank | Maybank |
| Bank Account Number | - |

Name of business

The name of the online business created is Crunchy Choco.

Business address

Our business is located at No 19, 1, Jalan Lagenda 1, Taman 1 Lagenda, 75350, Melaka. It was a good choice for us because it is a well-developed area where we can benefit from nearby businesses and their foot traffic. It's also will be easily accessible to our customers and close to our headquarters, so we can easily restock our selling product.

Corresponding Address

Email is fundamental aspect of our business so we used our own email address which is crunchychoco.official@gmail.com. It can also make our business appear more professional and build credibility with potential customers.

Telephone number

We decided to have a spare smartphone and buy a new number in order to contact with customers. In addition, we wish to protect our privacy and avoid business calls interfering with our personal lives.

Form of Business

We run our business as a Partnership, with each of us taking responsibility for running the shop, creating the graphics, managing the social media (Facebook), and maintaining the database.

Main Activities

As a drop shipper under Krunchy Choco Melts, we are responsible for promoting Chocojar's products to minimise retail management overhead. Therefore, they don't have to track inventory, manage the infrastructure, or manage shipment, which is outsourced.