



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

BACHELOR OF ACCOUNTANCY

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)



SOCIAL MEDIA REPORT

CHOCO CRUNCHY

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SUBMISSION DATE : 5th FEBRUARY 2022

ACKNOWLEDGMENT

God Almighty is worthy of all acknowledgements.

First and foremost, we are grateful to the Almighty Allah SWT, who has given the strengths in completing this report. We also would like to convey our gratitude to everyone that made it possible for us to complete this report.

Next, we would like to express our appreciation to Sir Ahmad Zuhairi Zainuddin, our dedicated lecturer. All of your contributions have benefited us in many ways in finishing this report.

On top of that, we'd like to express our gratitude to our parents for their support and encouragement. We learned a lot of things along the way. We work together to complete this report and demonstrate our teamwork. Lastly, we'd like to thank everyone that has participated directly or indirectly in the creation of this report.

We both have done our absolute best.

Thank you.

EXECUTIVE SUMMARY

Choco Crunchy is a business that focuses on producing and marketing choco jar. Our choco jar comes with 4 premium toppings which are milo nuggets, cadbury, oreo and marshmallows. Thus, we offer a premium taste to our customers and they can choose the toppings according to their preferences.

Our target customers are everyone with no age gap. This is why our choco jar received so much love and support from our customers. It is liked by many because of its reasonable and affordable price. On top of that, the reason why our choco jar is loved by many is because of the crunchiness of the baby crunch used in our choco jar. We offer a delivery service with a postage charge to make sure that everyone can get their hands on our delicious choco jar.

Through this project, my partner and I learned how to do online marketing using the Facebook platform and we discovered various marketing tools which help us to promote our products.

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1.0 GO-ECOMMERCE REGISTRATION

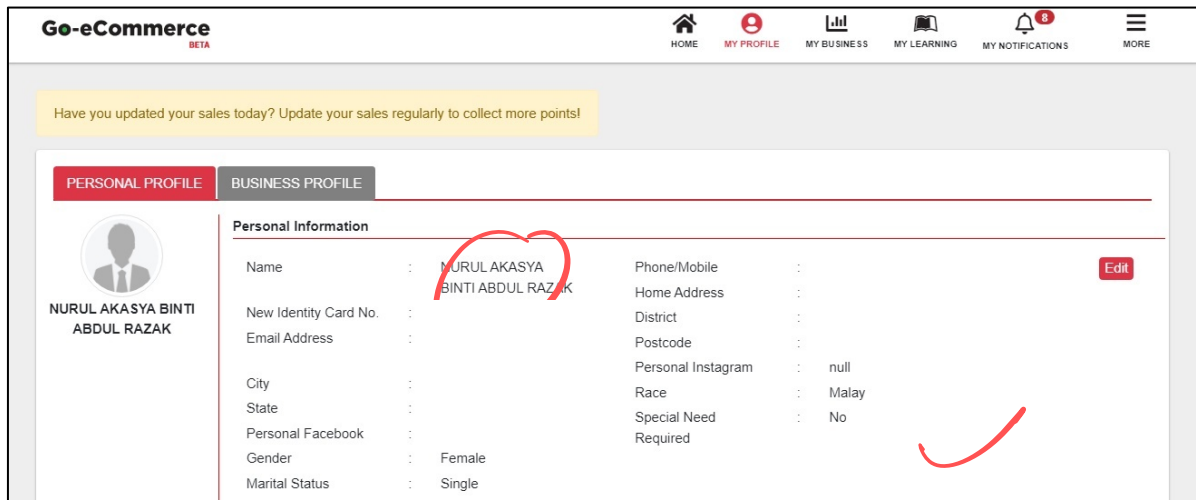


Figure 1: Screenshot of personal profile registered on Go-eCommerce

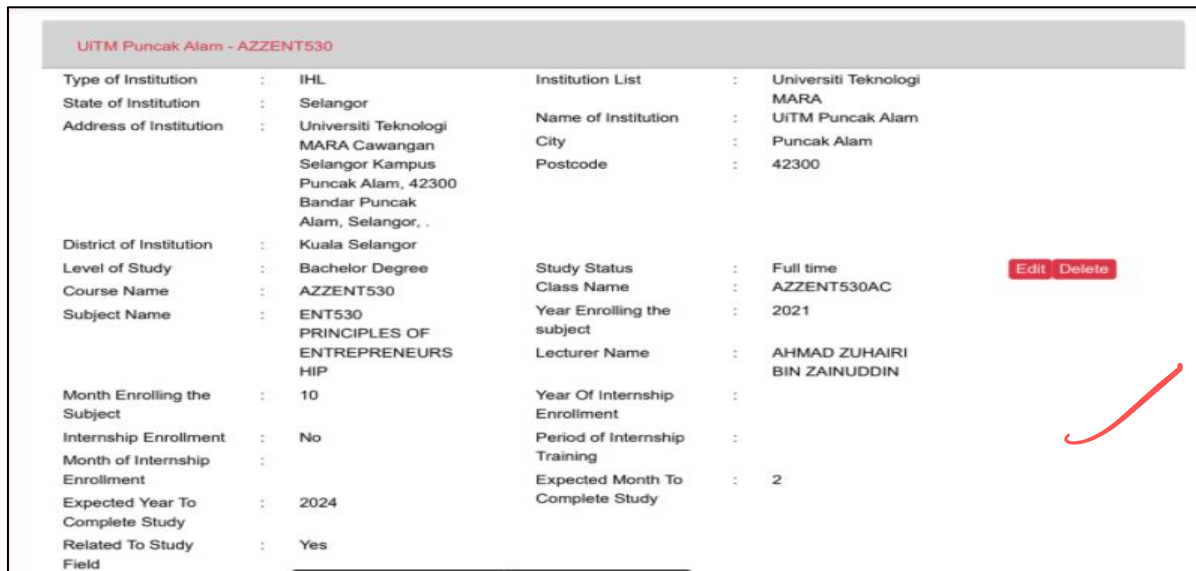


Figure 2: Screenshot of personal profile registered on Go-eCommerce

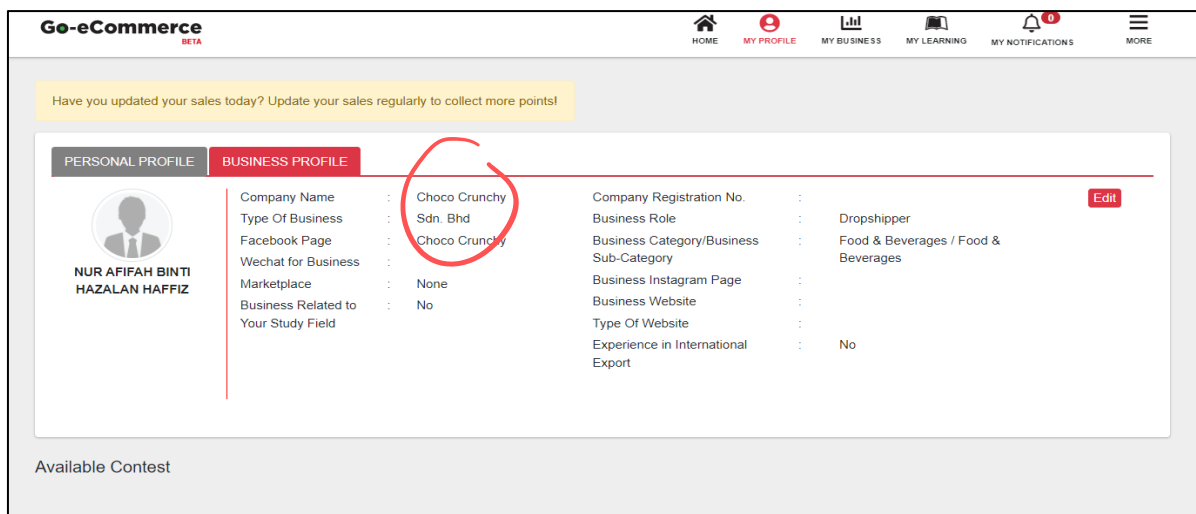


Figure 3: Screenshot of personal profile registered on Go-eCommerce



Certificate of Completion

This acknowledges that

NUR AFIFAH BINTI HAZALAN HAFFIZ

has successfully completed

eUsahawan Course Level 1 – Go Digital


organised by



This is a digital-generated certificate. No signature is required.

Figure 4: E-certificate of Go-eCommerce

2.0 MyENT CERTIFICATE

 **UNIVERSITI
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Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2021149591
Nama : NUR AFIFAH BINTI HAZALAN HAFFIZ

Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti : Faculty of Accountancy
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Berniaga : 2021-2022
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/chococrunchyummy>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 20 Nov 2021
Tarikh Kemaskini :
Tarikh Cetak : 20 Nov 2021

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 5: E-certificate of MyENT



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Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021166731
Nama : NURUL AKASYA BINTI ABDUL RAZAK
Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti : Faculty of Accountancy
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/chococrunchyummy>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 03 Dec 2021
Tarikh Kemaskini :
Tarikh Cetak : 23 Jan 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 6: E-certificate of MyENT

3.0 INTRODUCTION OF BUSINESS

3.1 Name and address of business



Figure 7: Choco Crunchy' company's logo

The business name is Choco Crunchy which was inspired by the crunchiness of baby crunch mix with chocolate. The reason we chose this name because we want to differentiate our products from other competitors and make them sound unique. Furthermore, the crunchiness of the baby crunch was the main reason why customers choose my product compared to other chocolate jars. In addition, our choco jar is suitable for people who don't like sweet food that much. We also used bright colours for the logo so that customers will remember our business clearly.

Our main activities are selling the chocolate jar, marketing of the chocolate jar including the advertising part. Mainly, we are selling chocolate jar which made from high-quality raw materials consist of baby crunchy and chocolate. We targeted to market our product among the middle-income class since our products can be considered cheap and affordable. Next, we focused on the adult and teenagers group for our target customer since we have two flavors of chocolate. We have dark chocolate which is mostly liked by teenagers while adults preferred to have white chocolate.

Our business is located at Sungai Petani, Kedah and Kelantan. We chose this location since we have our stores in Kelantan and we distribute our chocolate jar to stalls and stores there. We also opened for any agents and dropshippers who are interested in joining our business so that customers can find our product easily in their states.

Business Background


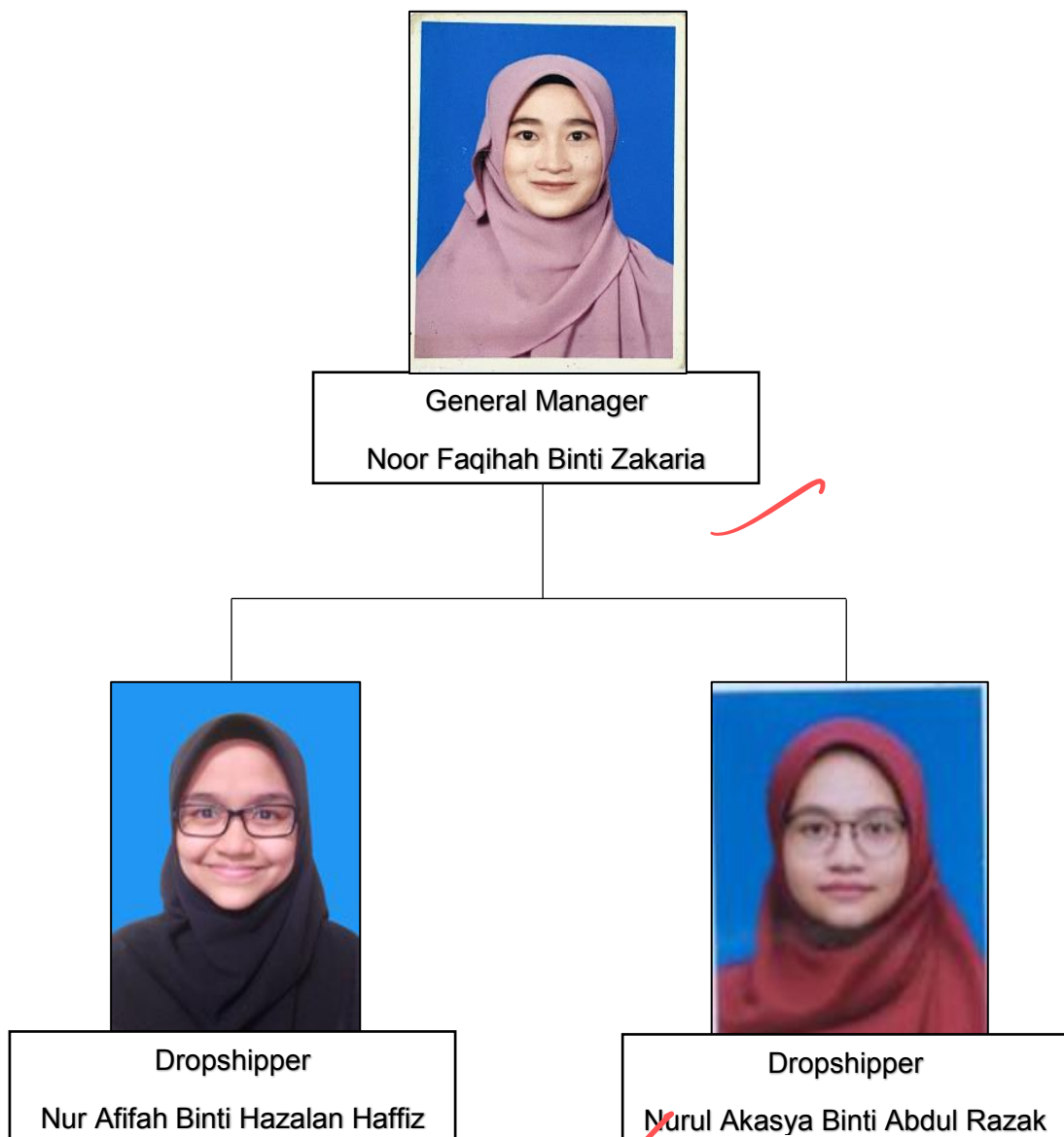
Name of the business	Choco Crunchy
Business address	338A, Kampung Masjid Sungai Pasir 08000 Sungai Petani, Kedah
Corresponding address	4484-C Jalan Hospital 15200 Kota Bharu, Kelantan
Email	chococrunchy@gmail.com
Telephone number	
Form of business	Sole proprietorship
Main activity	1. Selling chocolate jar 2. Marketing and advertising chocolate jar
Name of bank	BANK ISLAM 
Bank account	

Table 1: Choco Crunchy Business Background

3.2 Organizational chart

This business is a sole proprietorship business conducted by Miss Faqihah as a general manager. In October 2021, we joined as dropshippers for this business since we want to learn more about the business world. For us, becoming dropshippers were not difficult to work with because we just need to take the customers' order and send the orders to the agent to be proceeded. Therefore, we will not have to deal with the excess of stocks or any expired stock. It is also an effective method for us as a beginner to experience selling.



3.3 Mission and Vision

We believe that every business has its mission and vision. This will help them to focus on what they want to achieve in a short and long-term period. This also applied to our business so that it will run smoothly according to our plan.

Our vision is to become the nation's leading businesses in bringing delicious chocolate jars. We want Choco Crunchy to become the most preferred chocolate jar among customers in Malaysia which provides high-quality chocolate at an affordable price

Our mission is to provide high-quality raw materials of a chocolate jar that will be long-lasting. Therefore, our customers can enjoy eating chocolate jars for a long time without any regret. Next, we want to provide excellent customer service to our customer. Maintaining a relationship with a customer is an important aspect since they are the source of income and the reasons for our business to grow steadily. We want them to experience a good thing when purchasing our product and fulfil their satisfaction.

VISION
To become the nation's leading businesses in bringing delicious chocolate jars

MISSION
<ol style="list-style-type: none">1. To provide high-quality raw materials of a chocolate jar that will be long-lasting2. To provide excellent customer service to our customer3. We want them to experience a good thing when purchasing our product and fulfil their satisfaction

3.4 Description of products

Choco Crunchy is a business that provides chocolate jar with two flavors, dark and white chocolate. We also provide several toppings such as Oreo, Marshmallow, Milo nuggets and Cadbury. Our main focus is to maintain our raw materials at the best quality so that customers can enjoy eating our chocolate jar. As a result, our chocolate jar can last for 3 months and the crunchiness of the baby crunchy remains even though it mixes with chocolate for a long time. Along with that, they can enjoy buying our product at an affordable price which only cost RM 10. This is considered cheap as our target market is among the middle-income class group.

Furthermore, customers have more choices when choosing toppings since we have many choices. This is one of the specialties which makes us different from other competitors. Customers can enjoy mixing the chocolate with the toppings which makes the chocolate jar feels more delicious and pleasant. Other than that, Choco Crunchy consistently posting feedback and review by customers who enjoy eating our chocolate jar. We try to make any improvement on our product based on the comment received on our social media so that we can come out with better products and services in the future.

Lastly, to maintain our relationship with customers we give a discount and make a promotion during special occasions such as Chinese New Year and Christmas. Moreover, customers can also have our Choco Crunchy for big events such as birthday celebrations and many more. However, they need to inform us earlier so that we can plan well. This will help our chocolate jar become a number one preferred choice among customers

3.5 Price list of products



PRODUCTS	VARIATIONS	PRICE
	Dark Chocolate	RM10
	White Chocolate	RM10

Table 2: List of product price

4.0 FACEBOOK

4.1 Creating Facebook Page

For starting our business, we have created a Facebook page to attract more customers to know about our business. We chose Facebook as a medium to communicate with customers online. We had created a Facebook page to make us easy in posting our teaser, soft sell and hard sell of our chocolate jar. Facebook is also being used by many people especially adult groups which is one of our target markets. Facebook page also provided necessary support to boost our product online. Furthermore, we can save our cost in marketing and promoting the product since we can use Facebook for free.

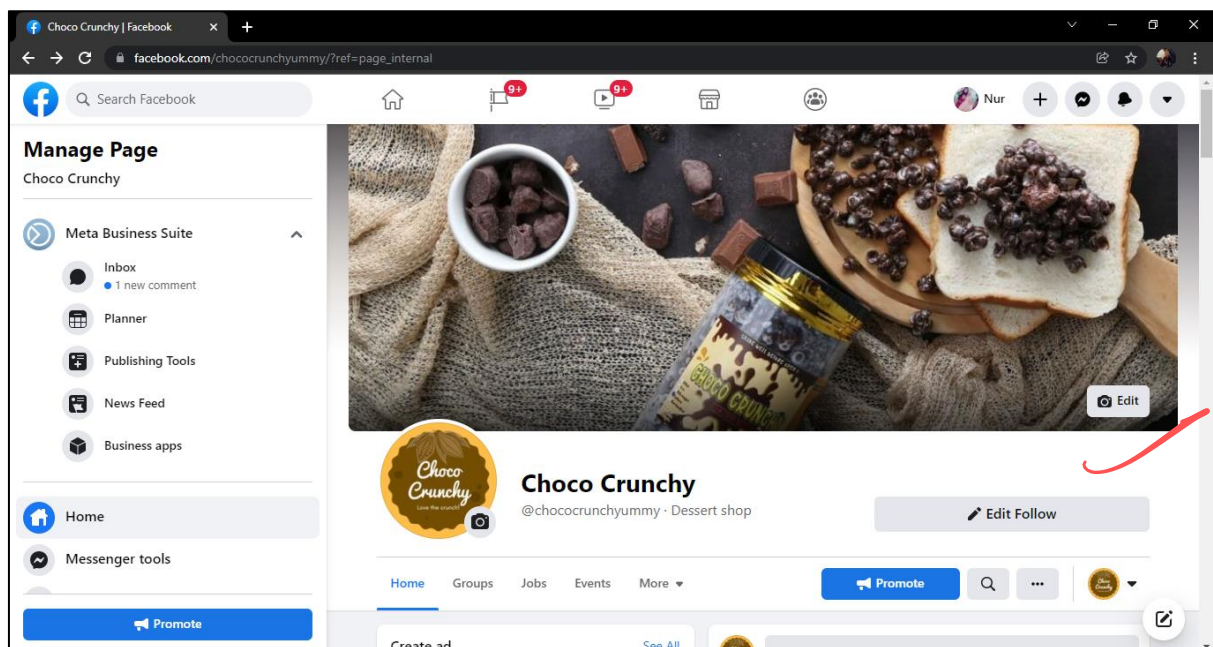


Figure 8: 'Choco Crunchy' Facebook page

4.2 Facebook page URL

There are the details of our business on our Facebook page which consists of our chocolate jar information, business contact number and email address. Now, we have 90 people who like our page and 87 people who follow our Facebook page. **Facebook URL** : <https://www.facebook.com/chococrunchyummy>

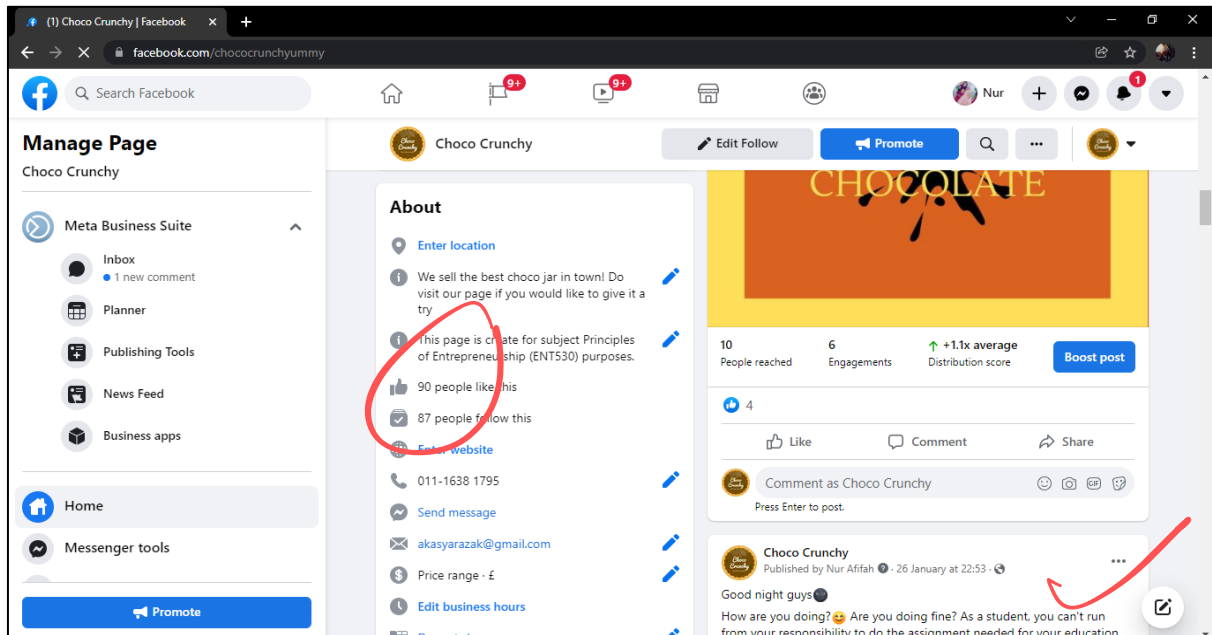


Figure 9: 'Choco Crunchy' Facebook page

91 → 87

4.3 Facebook Post – Teaser

We have currently published a total of 7 teaser posts on our Facebook page. We posted teasers as advertising to increase the curiosity of our customers regarding our products. We posted any upcoming flavors ad toppings that we provide to customers on this page so that customers can know more about these before purchasing.

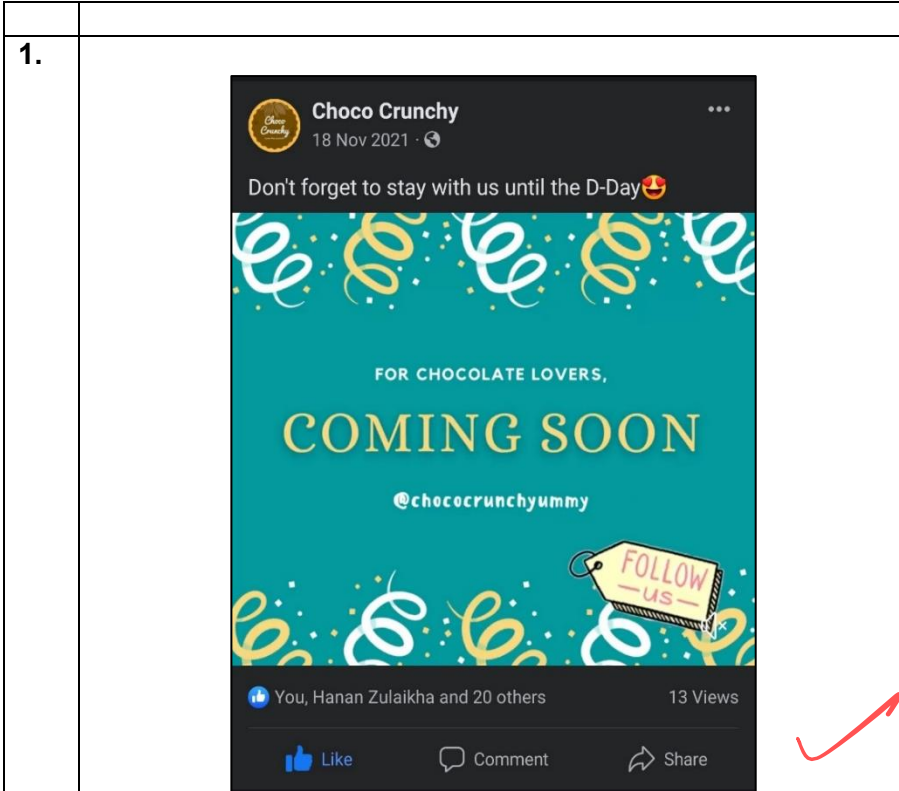


Figure 10: Screenshot of a Teaser post on Facebook page

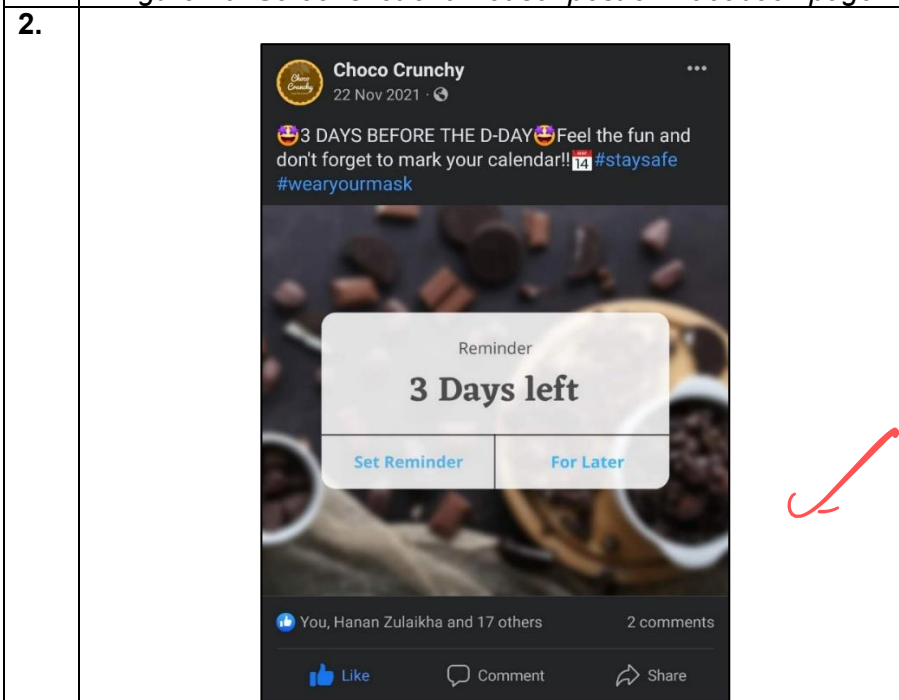


Figure 11: Screenshot of a Teaser post on Facebook page

3.



Figure 12: Screenshot of a Teaser post on Facebook page

4.

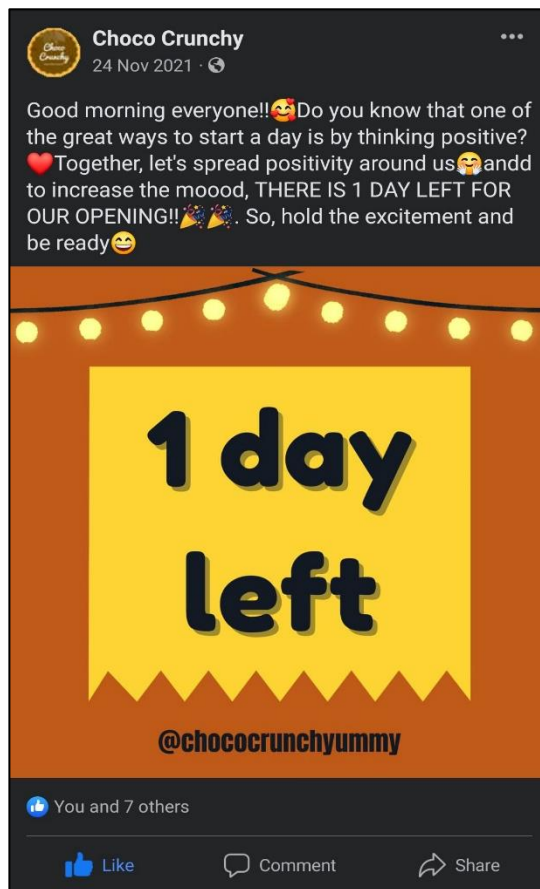


Figure 13: Screenshot of a Teaser post on Facebook page

5.



Figure 14: Screenshot of a Teaser post on Facebook page

6.

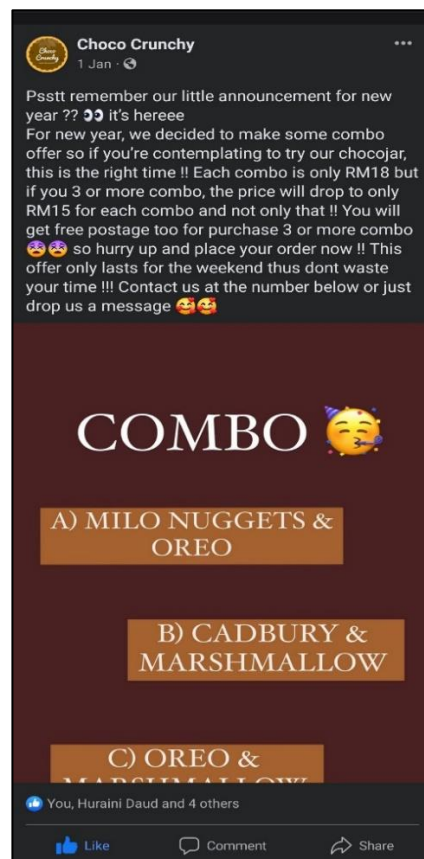


Figure 15: Screenshot of a Teaser post on Facebook page

7.

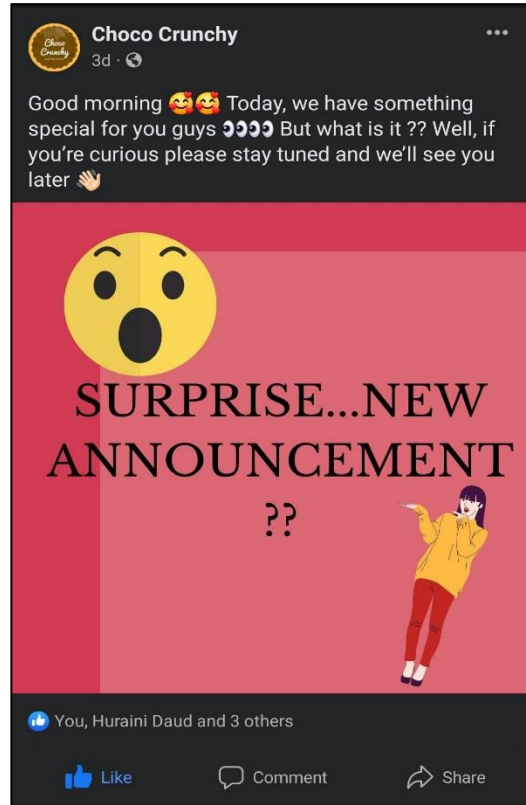


Figure 16: Screenshot of a Teaser post on Facebook page

4.4 Facebook Post – Hard sell

We have currently published more than 16 hard sell posts on our Facebook page. To attract more customers in buying our products, we posted hard sell posts to pursue our customers in buying our chocolate jar. We used the AIDCA advertising method in our hard sell posting so that customers can understand well about our products and grab their attention in buying our chocolate jars


<p>1.</p>	 <p>Figure 17: Screenshot of a Hard sell post on FB page</p>	<p>It's hereee 🤩🤩 We present to you our choco jar, Choco Crunchy 🍫🍫 There are three topping options:</p> <ul style="list-style-type: none"> 🍫 cadbury 🍫 milo nugget 🍫 oreo <p>Don't hesitate to contact us or leave a comment if you're keen to try!!</p> <p style="text-align: right;">✓</p> <p style="text-align: right;">①</p>
<p>2.</p>		<p>👀 ATTENTION GUYS 👀</p> <p>We have a good new to give to you. 👀 Huhh, what is it?? 👀 We present to you, DECEMBER SALE!!! 🎁🎁</p> <p>We are so excited to tell you that you can get our choco jar for RM 8 per bottle only 😱😱 .There are 3 toppings available that you can go for which are:</p> <ul style="list-style-type: none"> 🍫 Cadbury 🍫 Milo nugget 🍫 Oreo <p>Not only that, there will be free delivery for every purchase all across the country 🚚 With</p> <p style="text-align: right;">✓</p> <p style="text-align: right;">①</p>



Figure 18: Screenshot of a Hard sell post on FB page

generous amount of chocolate and premium toppings, you will sure not regret it.

So what get you hold? Come and grab your choco jar right now!!! 😊😊 Do contact us at 011-1638 1795 or message on Facebook to seal the deal 😊 We hope to hear from you soon.

[#chocolatelo](#) [#december2021](#)
[#sweettooth](#)



3.



Figure 19: Screenshot of a Hard sell post on FB page

HI CHOCOLATE LOVERS 🍫

Do you know that chocolate is known to brighten up our mood? 😊 So, if you are in a bad mood for some reason, you can try to get some chocolate in order to get out of your misery and in a brighter and more positive attitude towards life ❤️

soft sell

Then, that is where we come in 🍫. Our choco jar might be the solution that you need. With the crunchy baby crunch, the perfect level of sweet, generous amount of chocolate and the premium topping, you can never go wrong with it ~~XXX~~

It's 2 days left for our December sale. This is the time for you to get it. So what are you waiting for? 😊😊 Buy our choco jar now for RM 8 only. This is such a great deal that you can't miss for. Contact us now at <https://www.facebook.com/chococrunchyummy/> so that you will not miss the offer.

[#chocolate](#) [#whitechocolate](#) [#december2021](#)

4.



Figure 20: Screenshot of a Hard sell post on FB page

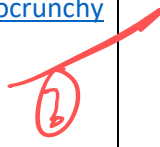
GUYSS 🍌🍌

ITS ONLY FEW HOURS LEFT FOR OUR DECEMBER SALE!! 🤩🤩 Do you already grab yours? If not, do it now. You can get our choco jar for RM 8 only. Not just that, there will be free delivery 🚚 throughout Malaysia.

This is a once-in-a-lifetime opportunity that you should not pass. You can save your money 💰 and fill your craving 😋 at the same time.

So what are you waiting for? Grab now by contact us at 011-16381795 📞 or message us on Facebook. We hope to see you soon and don't miss the deall! 😊

[#chocolatehunger](#) [#chocolate](#) [#chococrunchy](#)



5.

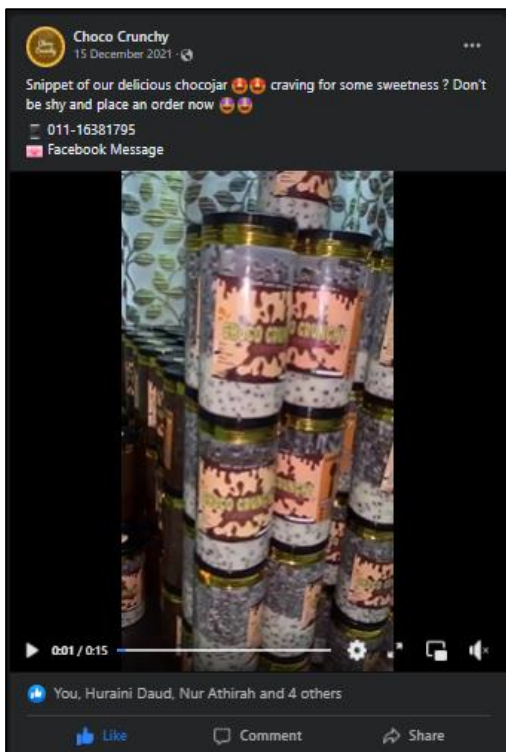


Figure 21: Screenshot of a Hard sell post on FB page

Snippet of our delicious chocojar 🤩🤩 craving for some sweetness? Don't be shy and place an order now 🤩🤩

📞 011-16381795
📧 Facebook Message



6.

Feeling hungry during class? Want to eat something sweet but don't know what to eat 🤩 Don't worry, we have the solution for you.



Figure 22: Screenshot of a Hard sell post on FB page

How about trying our choco jar? Our choco jar is a simple way to fulfill your hunger during class. You can eat it just the way is it or you can pair it with something else like bread. Why do you need to try our choco jar? The reasons are:

- Generous amount of chocolate
- Crispy baby crunch
- Premium Toppings

Don't the reasons already attempt you to try our choco jar? Grab it now and try for yourself. We come up with 3 toppings :

- Cadbury
- Milo nugget
- Oreo

You can get it for RM 10 per bottle There will be a delivery charge of RM 8. Don't wait anymore, fill your tummy with choco jar. Contact us now at 011-16381795 or message on Facebook. Hope to hear from you soon

[#chocolate](#) [#sweettooth](#)

7.

Feeling hungry during class? Want to eat something sweet but don't know what to eat? Don't worry, we have the solution for you.

How about trying our choco jar? Our choco jar is a simple way to fulfill your hunger during class. You can eat it just the way is it or you can pair it with something else like bread. Why do you need to try our choco jar? The reasons are:

- Generous amount of white chocolate
- Crispy baby crunch
- Premium Toppings

Don't the reasons already attempt you to try our choco jar? Grab it now and try for yourself. We come up with 3 toppings :

- Cadbury
- Milo nugget



Figure 23: Screenshot of a Hard sell post on FB page

👉 Oreo

You can get it for RM **10** per bottle. There will be a delivery charge 🚚 RM **8**. Don't wait anymore, fill your tummy with choco jar 😊. Contact us now at 011-16381795 or message on Facebook. Hope to hear from you soon 🧡
[#chocolate](#) [#sweettooth](#)

8.

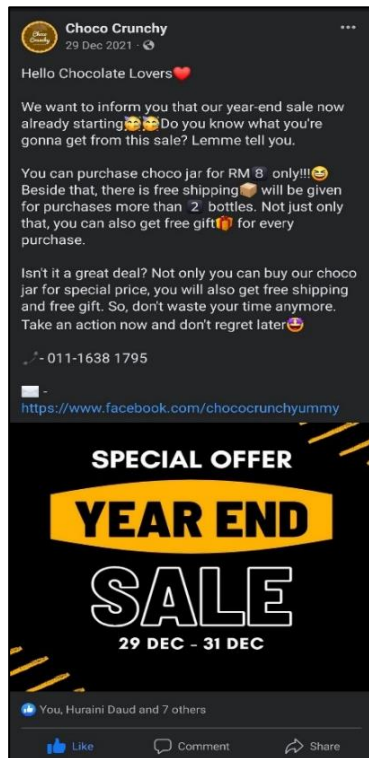


Figure 24: Screenshot of a Hard sell post on FB page

Hello Chocolate Lovers ❤️

We want to inform you that our year-end sale now already starting 🤗🤗 Do you know what you're gonna get from this sale? Lemme tell you.

You can purchase choco jar for RM **8** only!!! 😊 Besides that, there is free shipping 📦 will be given for purchases more than **2** bottles. Not just only that, you can also get free gift 🎁 for every purchase.

Isn't it a great deal? Not only you can buy our choco jar for special price, you will also get free shipping and free gift. So, don't waste your time anymore. Take an action now and don't regret later 🤗

📞 - 011-1638 1795

⑥

<https://www.facebook.com/chococrunchyummy>

9.



Figure 25: Screenshot of a Hard sell post on FB page

Good morning guys 🌞

It is the last day for our year end sale 🤩 Do you already grab our choco jar? If not, do it now. You can purchase our choco jar for RM 8 only. We also give free shipping 📦 to purchases more than 2 bottles. Not only that, you will also get free gift 🎁 from us.

Unbelievable, right? So, what are you waiting for? Grab our choco jar with crunchy baby crunch 🍪, generous amount of chocolate 🍫, and premium toppings 🍫 now!!! Do contact us at 011-1638 1795 or message us on Facebook. We hope to hear from you soon 😊 #chocolatelovers #yearendsale #sweettooth



10.



Figure 26: Screenshot of a Hard sell post on FB page

In conjunction with our Y.E.S, we'd like to introduce our new topping 🍪🍫

marshmallow wehuuu so what are you waiting for ?? don't wait and place your order now ✨✨✨

📩 leave us a DM

📞 Whatsapp us at 011-16381795

11.

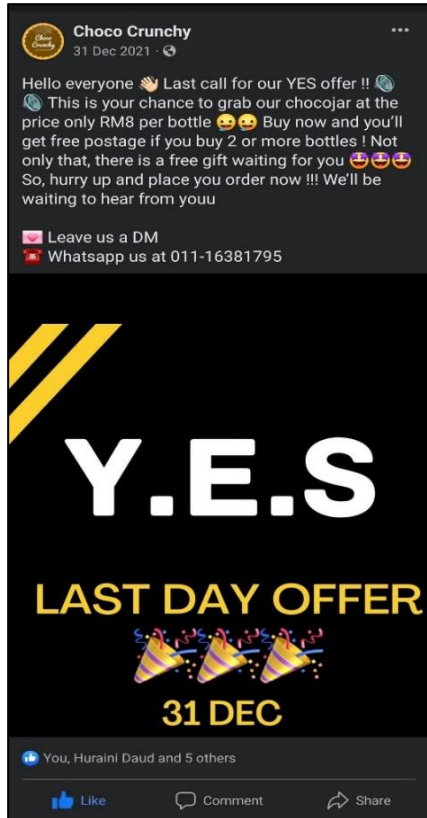


Figure 27: Screenshot of a Hard sell post on FB page

Hello everyone 🙌 Last call for our YES offer !! 📢 This is your chance to grab our chocojar at the price only RM8 per bottle 😍😍 Buy now and you'll get free postage if you buy 2 or more bottles ! Not only that, there is a free gift waiting for you 😍😍😍 So, hurry up and place you order now !!! We'll be waiting to hear from youou

📩 Leave us a DM
 📞 Whatsapp us at 011-16381795

(Handwritten red scribbles)

12.

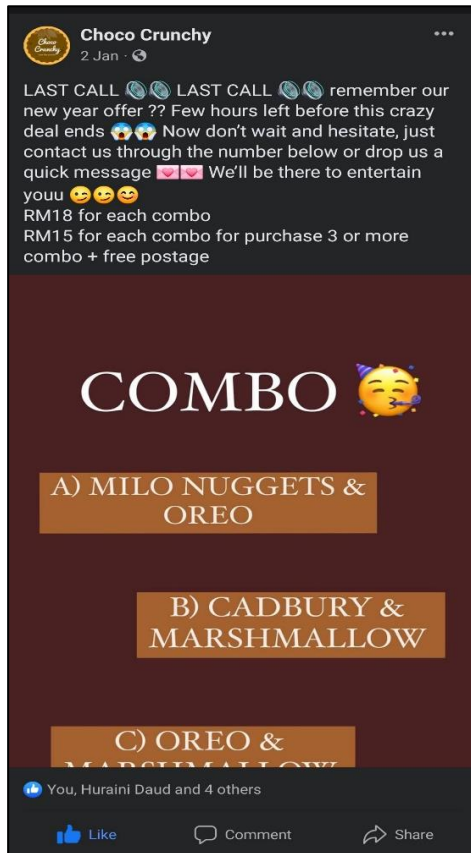


Figure 28: Screenshot of a Hard sell post on FB page

LAST CALL 📢 LAST CALL 📢 remember our new year offer ?? Few hours left before this crazy deal ends 🤯🤯 Now don't wait and hesitate, just contact us through the number below or drop us a quick message 📩📩 We'll be there to entertain youu 😍😍😍 RM18 for each combo RM15 for each combo for purchase 3 or more combo + free postage

(Handwritten red scribbles)

13.

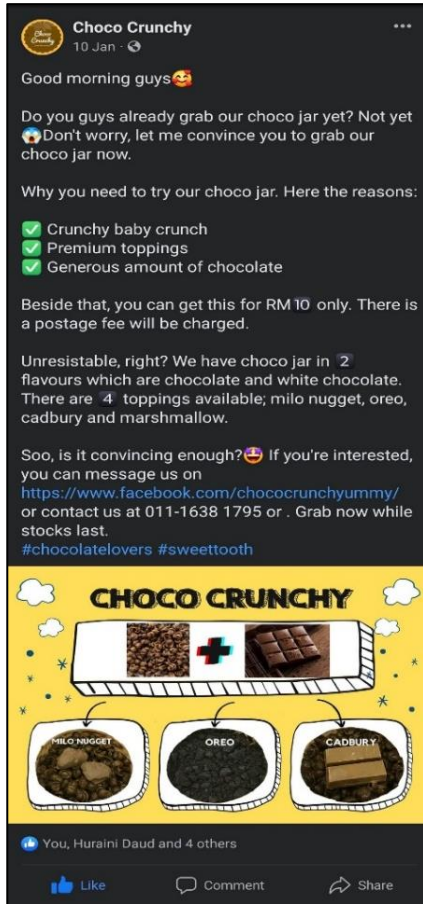


Figure 29: Screenshot of a Hard sell post on FB page

Good morning guys 🤗

Do you guys already grab our choco jar yet? Not yet 🤗 Don't worry, let me convince you to grab our choco jar now.

Why you need to try our choco jar. Here the reasons:

- ✔️ Crunchy baby crunch
- ✔️ Premium toppings
- ✔️ Generous amount of chocolate

Besides that, you can get this for RM¹⁰ only. There is a postage fee will be charged.

Unresistable, right? We have choco jar in ² flavours which are chocolate and white chocolate. There are ⁴ toppings available; milo nugget, oreo, cadbury and marshmallow.

Soo, is it convincing enough? 🤗 If you're interested, you can message us on <https://www.facebook.com/chococrunchyummy/> or contact us at 011-1638 1795 or . Grab now while stocks last.

#chocolatelovers #sweettooth

14.

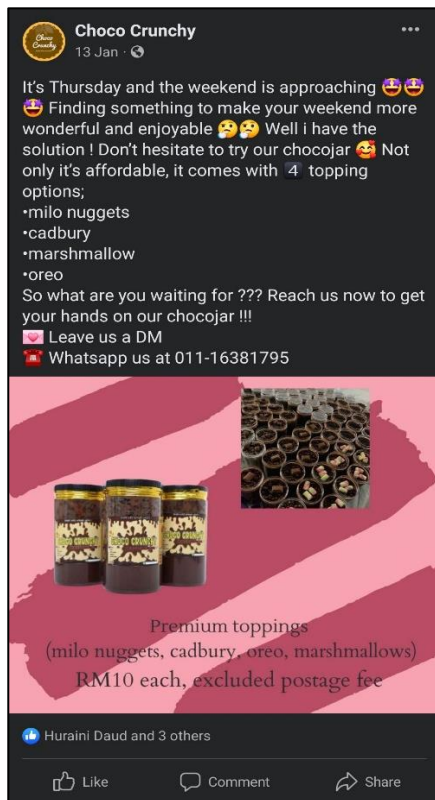


Figure 30: Screenshot of a Hard sell post on FB page

It's Thursday and the weekend is approaching 🤗🤗🤗 Finding something to make your weekend more wonderful and enjoyable 🤗 Well i have the solution ! Don't hesitate to try our chocojar 🤗 Not only it's affordable, it comes with ⁴ topping options;

- milo nuggets
- cadbury
- marshmallow
- oreo

So what are you waiting for??? Reach us now to get your hands on our chocojar!!!

📩 Leave us a DM

📞 Whatsapp us at 011-16381795

15.

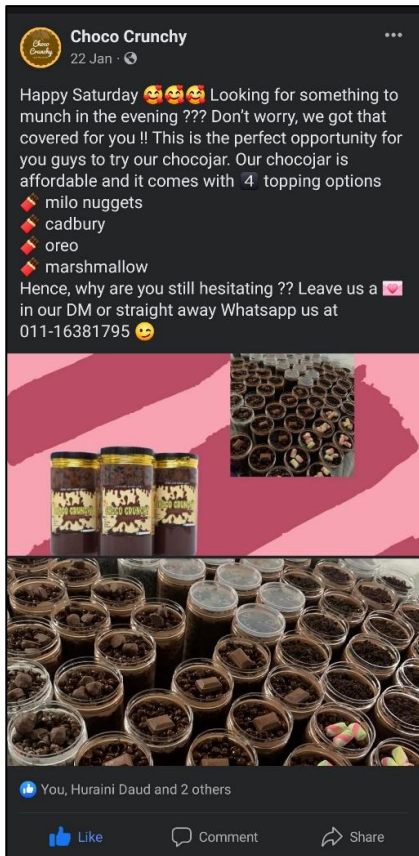


Figure 31: Screenshot of a Hard sell post on FB page

Happy Saturday 🤗🤗🤗 Looking for something to munch in the evening ??? Don't worry, we got that covered for you!! This is the perfect opportunity for you guys to try our chocojar. Our chocojar is affordable and it comes with 4 topping options:

- ♦️ milo nuggets
- ♦️ cadbury
- ♦️ oreo
- ♦️ marshmallow

Hence, why are you still hesitating?? Leave us a 📩 in our DM or straight away Whatsapp us at 011-16381795 😊

12

16.

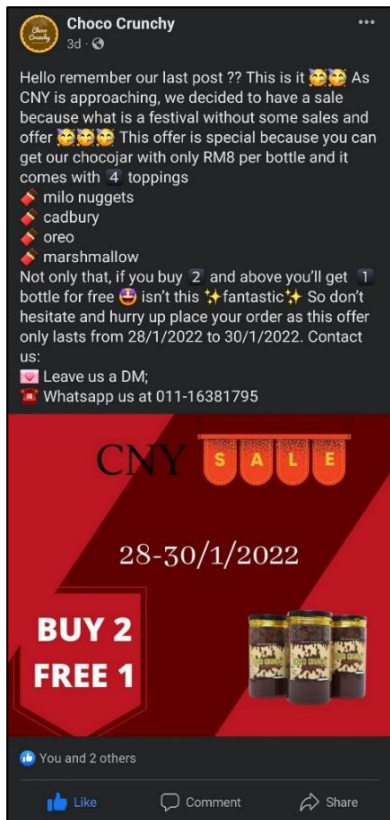


Figure 32: Screenshot of a Hard sell post on FB page

Hello remember our last post?? This is it 🤗🤗🤗 As CNY is approaching, we decided to have a sale because what is a festival without some sales and offer 🤗🤗🤗 This offer is special because you can get our chocojar with only RM8 per bottle and it comes with 4 toppings:

- ♦️ milo nuggets
- ♦️ cadbury
- ♦️ oreo
- ♦️ marshmallow

Not only that, if you buy 2 and above you'll get 1 bottle for free 🤗 isn't this ✨fantastic✨ So don't hesitate and hurry up place your order as this offer only lasts from 28/1/2022 to 30/1/2022. Contact us:

📩 Leave us a DM;
📞 Whatsapp us at 011-16381795

12

4.5 Facebook Post – Soft sell

Soft sell refers to an advertising and sales approach that features subtle language and a non-aggressive technique. For now, we have currently published more than 16 post sell posts on our Facebook page. Customers can review feedback from other customers which will also affect them indirectly in buying our chocolate jars.

1.

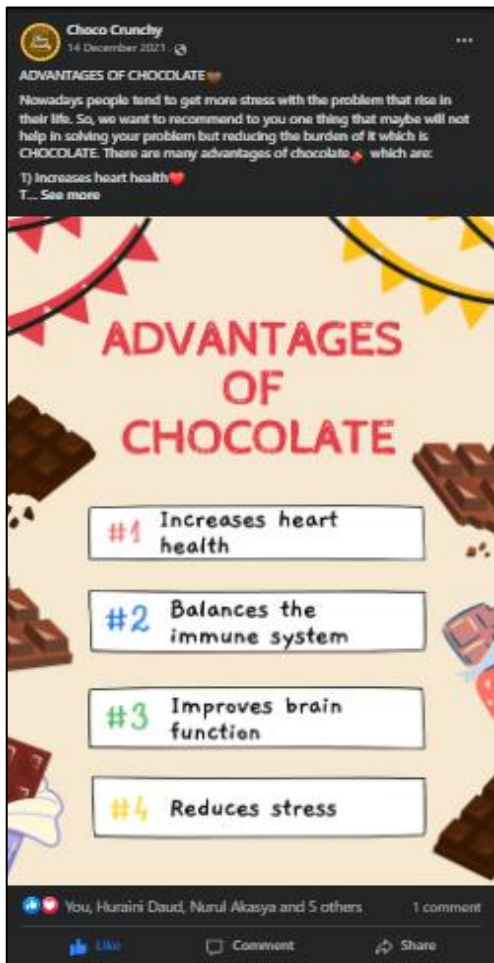


Figure 33: Screenshot of a Soft sell post on FB page

ADVANTAGES OF CHOCOLATE 🍫

Nowadays people tend to get more stress with the problem that rise in their life. So, we want to recommend to you one thing that maybe will not help in solving your problem but reducing the burden of it which is CHOCOLATE. There are many advantages of chocolate which are:

1) Increases heart health ❤️

The antioxidants in chocolate have been shown to lower blood pressure, reduce the risk of clotting and increase blood circulation to the heart, thus lowering the risks of stroke, coronary heart disease and death from heart disease.

2) Balances the immune system 🍪

Flavonols prevent the immune system from going into overdrive and reduce oxidative stress, which is an imbalance caused by cells fighting against free radicals and a common cause of many diseases.

3) Improves brain function 🧠

Flavonols in chocolate have a positive impact on brain function, including better reaction time, visual-spatial awareness and stronger memory. Though research is ongoing, one reason for this may be that flavonols increase blood flow to the brain.

4) Reduces stress 😊

People who ate chocolate reported that they felt less stressed, and researchers confirmed that after eating chocolate, there were reduced levels of the stress hormone cortisol. This may be related to chocolate's effects on heart health, since stress is a risk factor for cardiovascular disease.

So, what do you guys think? Isn't it interesting to know that chocolate can bring many good things with it. Therefore, let's be happy 😊 and lead a good life 😊. Keep following us on Facebook to know more at <https://www.facebook.com/chococrunchyumm/> *✓*
 #dontbestress #happymood

2.



Figure 34: Screenshot of a Soft sell post on FB page

Good morning everyone 😊
 Do you know there are plenty of interesting facts about chocolate. Today i'd like to tell you few interesting facts about chocolate;
 • white chocolate isn't really chocolate
 • chocolate wasn't always solid, or sweet
 • chocolate was once money that literally grew on trees
 • more than twice as many women than men eat and crave chocolate
 • chocolate produces the effects of a mild anti depressant by increasing serotonin and endorphin levels in the brain
 Hence when you crave for chocolate, you'll know where to find it 😊 Have a good day and happy weekend 😊 *✓*

CTA!

3.

♥️ WHAT DOES YOUR CHOCOLATE SAY ABOUT YOU? ♥️
 Do you know that your chocolate preference can say about your personality? Okay, let's us discover together what is your personality based on your chocolate type:
 MINT 🍀
 This type of person is usually ambitious and has a high self-confidence. You will not stop until you get what you want in life. Being successful is your ultimate goal in life. However, this doesn't mean you are insensitive; you always take other peoples' feelings into account. Tradition is also very important to you, but you're certainly no sheep and don't just follow what others are



Figure 35: Screenshot of a Soft sell post on FB page

doing for the sake of it. You also a warm and adaptable person.

DARK 🍫
 If you like dark chocolate, chances are you will be cultured, classy and sophisticated. You also don't sit on the fence when it comes to opinions you stand your ground and tend to get a bit dramatic. Full of energy, you make strong decisions. Your relationships are also strong, and you love being around other people, especially those that share their beliefs and want to have strong relationships.

WHITE 🍫
 Fans of white chocolate tend to be artistic and creative. You are often caught daydreaming, and some people on first impressions could describe you as "flaky". You are romantic at heart and like to dwell on the past. You have a romantic side to your personality and don't shy away from commitment: when it comes to relationships, you're in it for the long-haul.

NUTTY 🍫
 If you do like nutty chocolate then you have a very old fashioned appeal. These individuals are also very introverted and tend to criticize themselves a lot more than others. In fact, they tend to have a very small circle of friends and they are fully dedicated on their own relationships with other persons.

Interesting, right? Just a small thing that can hold a big meaning . Stay with us for more update at <https://www.facebook.com/chococrunchyumm> 🍫

4.

Happy Tuesday everyone 🍫 I hope you guys have a wonderful day ahead 🍫 Here's are some feedbacks of our chocojar from our lovely customers, i'm just going to leave it here for you guys to read 🍫
 Just a reminder, take extra care and stay safe
 ❤️

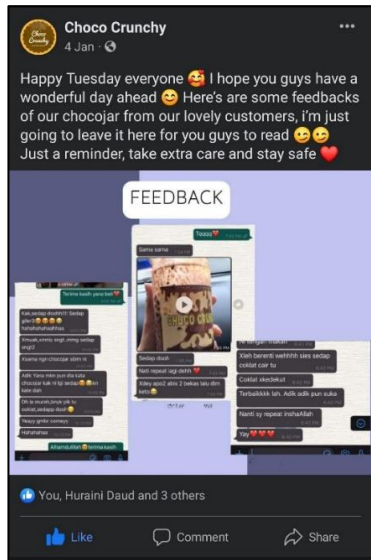


Figure 36: Screenshot of a Soft sell post on FB page

5.



Figure 37: Screenshot of a Soft sell post on FB page

Do you love receiving and eating chocolate but in the end feeling guilty when indulging it?? No worries, here are some myths about chocolate that might help to reduce the guilt 😊

- chocolate is high in caffeine
- chocolate is fattening
- chocolate has no nutritional value
- chocolate causes cavities. Cavities are formed when the bacteria present in mouth ferments sugary food. To prevent cavities, it is advisable to brush your teeth with fluoride toothpaste regularly.

Well, now you don't have to feel very guilty when devouring chocolate 😊 However, it must be taken moderately !

6.

One way to enjoy chocolate is to close your eyes and savour the taste 😊😊 Have you ever wondered why and how chocolate make us happy 😊 Well, the main ingredient of chocolate is said to have mood enhancing effect. One of it is tryptophan. The body uses it to produce



Figure 38: Screenshot of a Soft sell post on FB page

serotonin; the happiness hormone. Sugar in the chocolate also plays important role in this. Ah not to forget, we always associate chocolate with cheerful and joyful moments 😊 Chocolate sparks off delightful memories and giving rise to the feeling of happiness ✨

7.

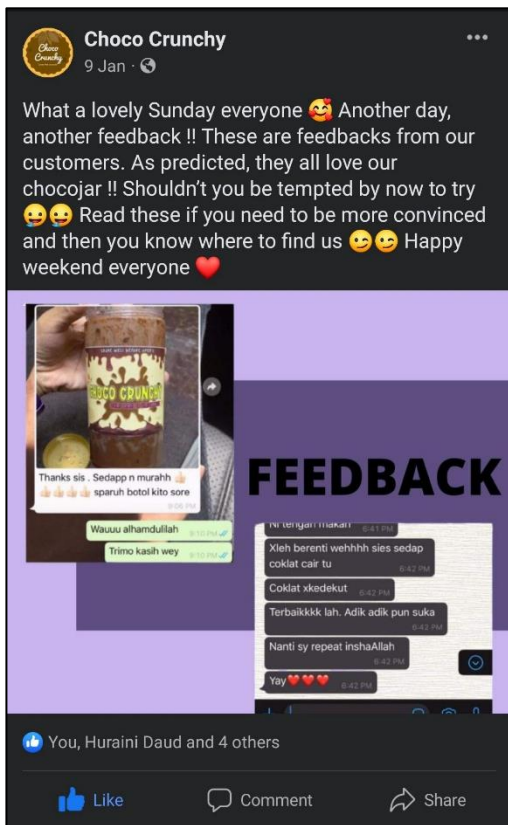


Figure 39: Screenshot of a Soft sell post on FB page

What a lovely Sunday everyone 😊 Another day, another feedback !! These are feedbacks from our customers. As predicted, they all love our chocojar!! Shouldn't you be tempted by now to try 🤫🤫 Read these if you need to be more convinced and then you know where to find us 😊😊 Happy weekend everyone ❤️

8.



Figure 40: Screenshot of a Soft sell post on FB page

Good evening people 😊 You want to enjoy our chocojar as soon as you get your hands on it but it is hardened 🤯?? Don't be alarmed, all you have to do is soaked the chocojar in hot water for about 2 minutes and ta-daaa you can ✨enjoy✨ it now !! Try this method and let us know if it works 🤗

9.



Figure 41: Screenshot of a Soft sell post on FB page

Good night guys 😊

It has been a few days of we entering the new year 🎉 Do you guys already have plan something for this year? If not, here we will share with you some of the things that you can do to make this year more enjoyable:

1) Decorate house 🏠

The way your home looks determines the mood and atmosphere for you and your family. Home décor expresses how you feel and live. A well decorated home can effectively put you at ease and get rid of anxiety. In addition, decorating your house can makes you feel a bit more In control. Did you know decorating gives you a sense of mastering your environment, allowing you to feel in control? Sometimes life feels out of control, so take this opportunity to reclaim power, even for an afternoon while you sprinkle holiday cheer everywhere.

2) Write new year's resolutions 📖

Creating resolutions can be a good, productive way to set goals and intentions for the new year and beyond. Deciding to make positive changes, like ditching a bad habit and adopting a healthier one, is always a good idea—one you should see through to the end. Beside that, you also need to do a better job in making new year goals that are

		<p>actionable and achievable. Otherwise, it's almost like setting yourself up to fall short.</p> <p>3) Create a bucket list 📝 The bucket list is defined as “a list of things that one has not done before, but wants to do before dying”. It allows you to reflect on what matters most to you, your personal values, and identify important life milestones and experiences that you want to have. You can create your own bucket list for this new year. Search for things you want to do for a long time and add it to your bucket list. You might as well as add trying our choco jar in your list.</p> <p>4) Having a family gathering 👨‍👩‍👧 Do you know that "ohana" in Hawaiian means family and family means no one gets left behind. As time goes on, children grow up and leave the house to live their life. They grew apart from each family members. Therefore, this is the best time to gather with and updated with each other life. Use the precious time wisely to strengthen the relationship between family because blood is thicker than water.</p> <p>So, what do you guys think? It is surely some great suggestions to spend your new year. Do share with us what is your planner for this 2022 😊 Keep updated with us on https://www.facebook.com/chococrunchyumm <u>y/</u>. See you soon 🙌 #newyear #year2022 #chocolatelovers</p>
10.		<p>Hello there, we meet again 😊😊 Today, i would like to share some secrets with you 👁️ Here are ways on how to enjoy chocojar; ↗</p> <ul style="list-style-type: none"> • enjoying the way it is. you can always enjoy our chocojar on its own. Just grab a spoon, open the lid and ta-daaa in split seconds you're going to savour the ✨deliciousness ✨ • doing work. Getting hungry while doing your work ?? Well don't worry, we got you covered • all right need some varieties ? Try and enjoy our chocojar with bread 🍞🍞 • need some snacks while binge watching tv show or movie ?? Haa this is the perfect choice <p>100</p>



		<p>So why wait ?? Do we need to tell you more 🙄🙄🙄</p>
<p>11.</p>		<p>New year has coming. Do you guys already have new resolutions for new year? 🙄 Well, we at Choco Crunchy has already come up with new resolution that we want to achieve in 2022. First, we will start by giving more. In this 2022, we want to give more to you as you guys have been supporting us from the start whether in the form of product, happiness or support. Second, we will stop be a cliché. We will come up with more interesting idea to share and entertain you guys and make your 2022 more enjoyable and memorable. Last, we will be more awesome. We will try harder to give what you wish until we become your first choice. So, that's our resolutions. How about your? It's okay if you don't have it yet, you can start now. Just like people always say; it is better late than never. Don't forget to contact us at 011-1638 1795 or message us on Facebook to grab yummy choco jar now 😊</p>
<p>12.</p>		<p>Hi chocolate lovers 🙄</p> <p>We heard from so many of you guys ask us to share some of the feedbacks from other customer to our product. So, today we share with you guys the feedback that we have</p>

Figure 42: Screenshot of a Soft sell post on FB page

Figure 43: Screenshot of a Soft sell post on FB page

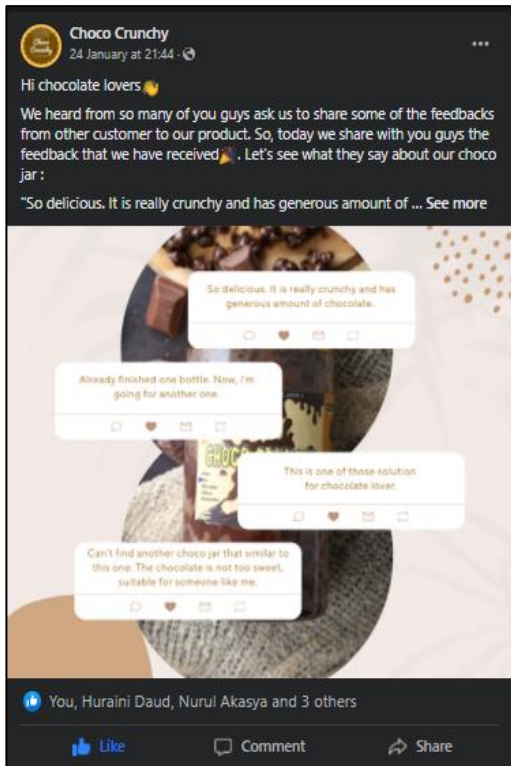


Figure 44: Screenshot of a Soft sell post on FB page

received 🍫. Let's see what they say about our choco jar:

"So delicious. It is really crunchy and has generous amount of chocolate" 😊

"This is one of those solution for chocolate lover" 👍

There are many more but these are what customer usually say about us. Why they like our choco jar are because:

- 🍫 Crunchy baby crunch
- 🍫 Premium toppings
- 🍫 Generous amount of chocolate

So, why are you still doubting? Don't worry, we offer it at an affordable price. Surely you can buy it.

If you interested, you can contact 📞 us at 011-1638 1795 or message 📧 us on Facebook right now.

[#chocolatelovers](#) [#newyear2022](#)

13.



Figure 45: Screenshot of a Soft sell post on FB page

Good morning everyone ☀️

As you guys know, we have shared with you guys what your chocolate choice tell about your personality. However, aren't you curious that if your personality really match with your chocolate preference? 😊 You might like white chocolate but your personality tells otherwise. So, here is a quiz that you can do to know whether your personality match with your chocolate choice.

<https://www.playbuzz.com/.../answer-these-questions-and...>

I already done it and got white chocolate while my favourite chocolate is nutty chocolate. So, what's yours? Do please share your results with us 🍫💕 Don't forget to contact us at 011-1638 1795 or message us on <https://www.facebook.com/chococrunchyummy/> to buy our choco jar. Follow us more update

😊

14.

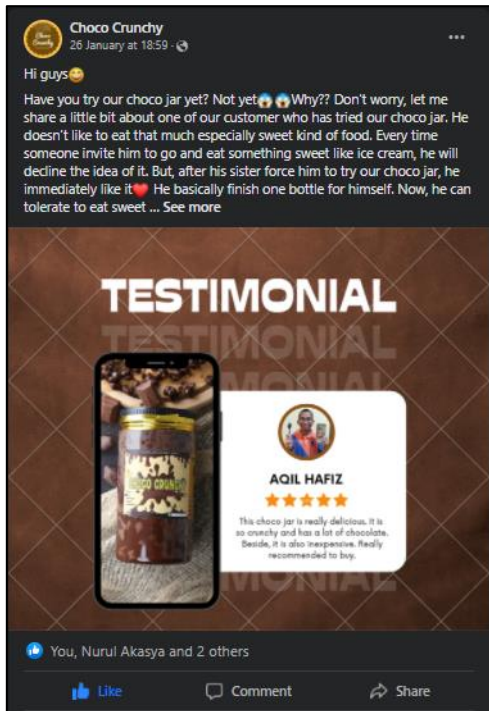


Figure 46: Screenshot of a Soft sell post on FB page

Hi guys 😊

Have you try our choco jar yet? Not yet 🙄🙄 Why?? Don't worry, let me share a little bit about one of our customer who has tried our choco jar. He doesn't like to eat that much especially sweet kind of food. Every time someone invite him to go and eat something sweet like ice cream, he will decline the idea of it. But, after his sister force him to try our choco jar, he immediately like it ❤️ He basically finish one bottle for himself. Now, he can tolerate to eat sweet food.

What do you guys think? Our choco jar can change someone preference. So, what's hold you back? 😊 We guaranteed that you will not regret buy our choco jar. Don't wait anymore, come and grab now. You can contact us at 011-1638 1795 or message us on <https://www.facebook.com/chococrunchyummy/> to order now [#chococrunchyummy](#) [#sweettooth](#)

15.



Figure 47: Screenshot of a Soft sell post on FB page

Good night guys 🌙

How are you doing? 😊 Are you doing fine? As a student, you can't run from your responsibility to do the assignment needed for your education. Sometimes, there are too much assignment pile up that you can't handle that need to be done. It cause too much stress and used too many energy to do so 🙄 Therefore, here we want to share with you guys some ways to deals with stress from deadline pressure :-

1. Aware of due date 📅
It is mandatory to write down all the important assignments dates. The date on which you get the assignment and the date on which you have to submit the assignment. It will be better if you will paste this date's page on the wall of your room. It will help you in memorizing the dates of all the events and assignments.

2. Avoid lazyness 🍵
Laziness is the biggest weakness of all the students. It is an obstacle that helps you to avoid your assignment and that is why you won't be able to meet the deadline. Laziness comes when the deadline is

not very near. You often think that you have a lot of time to complete the assignment but that not true. You keep on delaying the assignment and it will make you lazier. You think that you can easily complete the assignment on the last day but it will not happen and you fail to complete it on time. In this case, you need to set some reminders so that you get reminded from time to time about the deadline of the assignment. You can avoid stress by finish the assignment early.

3. Sleep well 🤪

If you struggling with the lots of assignment. A lot of assignments will make your mind and body stressed and you will not able to focus on any one of them. So, it is very necessary to keep calm and sleep well. Sleeping is the best medicine to reduce your anxiety and stress. Most of the students sacrifice their sleep in order to complete their assignment. If you don't get enough sleep then you will not be able to focus and your mind will not work properly. You will fall short of ideas because of less sleep. If you relax your mind sleep well then you will be able to get more ideas.

So, how's about it? Does it help you to in some way? Your education is important, but remember your physical health 💪 and mental wellbeing ❤️ is also important. So, put yourself first. Follow us at <https://www.facebook.com/chococrunchyummy/for> more update.

16.



Figure 48: Screenshot of a Soft sell post on FB page

Hello lovely people 🍫 Remember we've shared benefits of chocolate on the other day ? Well, today we're going to look at the disadvantages or drawbacks of chocolate. Now, let's get started!

- Chocolate contains plenty of fats. Those fats can be quite harmful especially if you consume too much of chocolate on regular basis.
- Can lead to obesity. Too much consumption of chocolate not only can lead to overweight but even to obesity which the common problem among us.
- Some chocolates are unhealthier than others. Certain types of chocolate contain excessive amount of sugar.
- May cause sleeping problems As certain chocolates contain caffeine, it may cause sleeping problems to some.
- Bad for your teeth

		<p>Since chocolate contains sugar, it might cause cavities if you do not brush your teeth appropriately. Hence, make sure to brush your teeth with fluoride toothpaste to prevent cavities.</p> <p>Although moderate consumption of chocolate is beneficial for us, too much of it can be harmful. Thus, consume chocolate in moderate amount to avoid any issues in the future. Have a wonderful day everyone ✨</p>
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5.0 CONCLUSION

To summarize, both of us have learnt a lot of things in completing this social media report. For instance, we learned how to handle a business using online platforms like Facebook. This will give us a huge benefit in running a business. As everyone knows, people nowadays tend to shop online unless it requires them to go to the physical store. This report will help us to handle our online customers.

Besides that, we can conclude that conducting online business through Facebook enables us to promote and market our product well as Facebook pages can reach bigger audiences. This permits us to continue monitoring and expanding our business. Plus, we can enhance our skills in marketing and being creative in designing the layout to post.

Moreover, we discovered various marketing tools on Facebook that can benefit us to promote our products. Starting up a business using Facebook platform allows us to achieve our goals and hope that our business will continue to grow.

Quay