



اَوْنُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS.)**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**PAIR ASSIGNMENT:
SOCIAL MEDIA PORTFOLIO**



Prepared by:

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NUR AIN SYAHIRAH BINTI MOHD FADHLI (2020869682)

Prepared for:

MISS NUR NAJJAH BINTI ABD RAHIM

Submission Date:

27 JANUARY 2022

ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

Praise to Allah for the strength given, we finally completed our assignment, which is the Social Media Portfolio in subject Principles of Entrepreneurship (ENT530) that have been given by our lecturer Miss Nur Najjah. This assignment's progress and outcome requires a great deal of guidance and support from a lot of people.

We would like to take this opportunity to thank for everyone that who gave help and support. Thank you also to our lecturer, for her support, commitment, guidance, and recommendations, which were extremely helpful in finishing this project.

Thirdly, we would like to thank to my parents for being very supportive in every way and understanding since we did this assignment at home because of online classes. We also would like to thank to our classmate from class ENT530 for willing to support and give some advice for me to complete my portfolio.

In addition, we want to express our gratitude to our friends for their assistance in completing this task. The advice and information they provided were really helpful in completing this work properly.

EXECUTIVE SUMMARY

Chocotism with love offers various flavors of roasted almond. For now, we have three different flavors which are chocolate premium, white chocolate and mix which is combination of white and dark chocolate. The brand was founded by Athis Enterprise. The shop's location is extremely advantageous because it is in the city of Kuala Lumpur, which is the centre of the public's attention. Chocotism uses social media platforms such as Facebook, Instagram, and Tiktok to engage with people while conducting business. Apart from that, Chocotism uses social media to advertise and sell its products to customers while also sharing information about the products and the environment. This is because individuals generally spend a lot of time on social media, and we have a big potential to take advantage of it.

The speciality of Chocotism is the quality ingredients that does not contain any artificial ingredients or added food coloring. Moreover, we are selling our products at reasonable prices. Chocotism is available to customers at all times and in all places. Customers can also purchase our products via Shopee's cash-on-delivery or courier delivery services.

In this report, we also concluded Facebook post that consists of teaser, copywriting of hard sell and copywriting of soft sell. Moreover, we have compiled all the details needed including the registration of the company which is also needed to be in this report. Thus, we have compiled all the important data in this report. Our online business so far has been well received as we are able to create loyal customers. As a proof, Chocotism with love page successfully gained 103 likes and 105 Followers in less than 3 months. We created this business that related to the food-based with a mission which is to ensure that our customers satisfied with our products and providing high quality.

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1. GO E-COMMERCE REGISTRATION & CERTIFICATE

- **Go E-Commerce registration for Nur Farisha Adni**



Personal Information

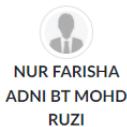
| | | | | |
|-----------------------|---------------------------------|-----------------------|---|----------------------|
| Name | : NUR FARISHA ADNI BT MOHD RUZI | Phone/Mobile | : | Edit |
| | | Home Address | : | |
| New Identity Card No. | : | | | |
| Email Address | : | | | |
| | | District | : | |
| | | Postcode | : | |
| City | : | Personal Instagram | : | |
| State | : | | | |
| | | Race | : | Malay |
| Personal Facebook | : | Special Need Required | : | No |
| Gender | : | | | Female |
| Marital Status | : | | | Single |

Institution Information

[Add New](#)

UITM Puncak Alam - ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (ENT530K)

| | | | | | | |
|---------------------------------|---|--|----------------------------------|---|----------------------------|---|
| Type of Institution | : | IHL | Institution List | : | Universiti Teknologi MARA | |
| State of Institution | : | Selangor | Name of Institution | : | UITM Puncak Alam | |
| Address of Institution | : | Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, . | City | : | Puncak Alam | |
| | | | Postcode | : | 42300 | |
| District of Institution | : | Kuala Selangor | | | | |
| Level of Study | : | Bachelor Degree | Study Status | : | Full time | Edit Delete |
| Course Name | : | ENT530 - PRINCIPLES OF ENTREPRENEURSHIP (ENT530K) | Class Name | : | ENT530K | |
| Subject Name | : | ENT530 - PRINCIPLES OF ENTREPRENEURSHIP | Year Enrolling the subject | : | 2021 | |
| | | | Lecturer Name | : | Nur Najjah binti Abd Rahim | |
| Month Enrolling the Subject | : | 10 | Year Of Internship Enrollment | : | | |
| Internship Enrollment | : | No | Period of Internship Training | : | | |
| Month of Internship Enrollment | : | | Expected Month To Complete Study | : | 7 | |
| Expected Year To Complete Study | : | 2023 | | | | |
| Related To Study Field | : | Yes | | | | |



| | | | | | | |
|--------------------------------------|---|-------------------------------------|---|---|---|----------------------|
| Company Name | : | CHOCOTISM.OFFICIAL | Company Registration No. | : | | Edit |
| Type Of Business Enterprise | : | | Business Role | : | Product Owner | |
| Facebook Page | : | https://www.facebook.com/chocotism/ | Business Category/Business Sub-Category | : | Food & Beverages / Food & Beverages | |
| Wechat for Business Marketplace | : | | Business Instagram Page | : | https://www.instagram.com/chocotism.official/ | |
| Business Related to Your Study Field | : | No | Business Website | : | | |
| | | | Type Of Website | : | | |
| | | | Experience in International Export | : | No | |

- Go E-Commerce registration for Nur Ain Syahirah

PERSONAL PROFILE
BUSINESS PROFILE



NURAIN SYAHIRAH BINTI MOHD FADLI

Personal information

| | | | |
|-----------------------|----------------------------------|-----------------------|-------|
| Name | NURAIN SYAHIRAH BINTI MOHD FADLI | Phone/Mobile | |
| New Identity Card No. | | Home Address | |
| Email Address | | District | |
| City | | Postcode | |
| State | | Personal Instagram | |
| Personal Facebook | | Race | Malay |
| Gender | Female | Special Need Required | No |
| Marital Status | Single | | |

Institution information

LTM Puncak Alam - ENTS30 - PRINCIPLES OF ENTREPRENEURSHIP (ENTS30K)

| | | | |
|---------------------------------|--|----------------------------------|---------------------------|
| Type of Institution | I.E. | Institution List | Universiti Teknologi MARA |
| State of Institution | Selangor | Name of Institution | LTM Puncak Alam |
| Address of Institution | Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor. | City | Puncak Alam |
| District of Institution | Kuala Selangor | Postcode | 42300 |
| Level of Study | Bachelor Degree | Study Status | Full time |
| Course Name | ENTS30 - PRINCIPLES OF ENTREPRENEURSHIP (ENTS30K) | Class Name | ENTS30K |
| Subject Name | ENTS30 - PRINCIPLES OF ENTREPRENEURSHIP | Year Enrolling the subject | 2021 |
| Month Enrolling the Subject | 10 | Lecturer Name | Nur Najah binti Abd Rahim |
| Internship Enrollment | No | Year Of Internship Enrollment | |
| Month of Internship Enrollment | | Period of Internship Training | |
| Expected Year To Complete Study | 2022 | Expected Month To Complete Study | 2 |
| Related To Study Field | Yes | | |

1.1. Go E-Commerce Certificate

- Certificate for Nur Farisha Adni



- Certificate for Nur Ain Syahirah



Certificate of Completion

This acknowledges that

NUR AIN SYAHIRAH BINTI MOHD FADHLI

has successfully completed

eUsahawan Course Level 1 – Go Digital

organised by



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

1.2. MyENT Certificate

| | | |
|---|---|---|
|  | | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) |
| MASMED YOUNG ENTREPRENEUR (MyENT) | | |
| SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM | | |
| No. Pelajar | : | 2021100951 |
| Nama | : | NUR FARISHA ADNI BT MOHD RUZI |
| Program Pengajian | : | SARJANA MUDA PENGURUSAN SISTEM PEJABAT (KEPUJIAN) |
| Fakulti | : | Faculty of Business & Management |
| Kampus | : | Selangor |
| MAKLUMAT PERNIAGAAN | | |
| Mod Perniagaan | : | Online |
| Bidang Perniagaan yg diceburi | : | Makanan |
| Tempoh Berniaga | : | |
| No. Pendaftaran Perniagaan | : | |
| URL Perniagaan | : | https://m.facebook.com/Chocotism-with-love-101814535657640/ |
| Alamat Premis Perniagaan | : | |
| Tarikh Mendaftar | : | 17 Nov 2021 |
| Tarikh Kemaskini | : | |
| Tarikh Cetak | : | 17 Nov 2021 |
| <p><small>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.</small></p> <p><small>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.</small></p> | | |
| SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM | | |
| Malaysian Academy of SME & Entrepreneurship Development (MASMED) | | |

| | | |
|---|---|---|
|  | | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) |
| MASMED YOUNG ENTREPRENEUR (MyENT) | | |
| SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM | | |
| No. Pelajar | : | 2020869682 |
| Nama | : | NUR AIN SYAHIRAH BINTI MOHD FADHLI |
| Program Pengajian | : | SARJANA MUDA PENGURUSAN SISTEM PEJABAT (KEPUJIAN) |
| Fakulti | : | Faculty of Business & Management |
| Kampus | : | Selangor |
| MAKLUMAT PERNIAGAAN | | |
| Mod Perniagaan | : | Online |
| Bidang Perniagaan yg diceburi | : | Makanan |
| Tempoh Berniaga | : | |
| No. Pendaftaran Perniagaan | : | |
| URL Perniagaan | : | https://www.facebook.com/chocotism.withlove/ |
| Alamat Premis Perniagaan | : | |
| Tarikh Mendaftar | : | 20 Nov 2021 |
| Tarikh Kemaskini | : | |
| Tarikh Cetak | : | 20 Nov 2021 |
| <p><small>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.</small></p> <p><small>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.</small></p> | | |
| SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM | | |
| Malaysian Academy of SME & Entrepreneurship Development (MASMED) | | |

2. INTRODUCTION OF BUSINESS

2.1. Name And Address Of Business

Name of the business



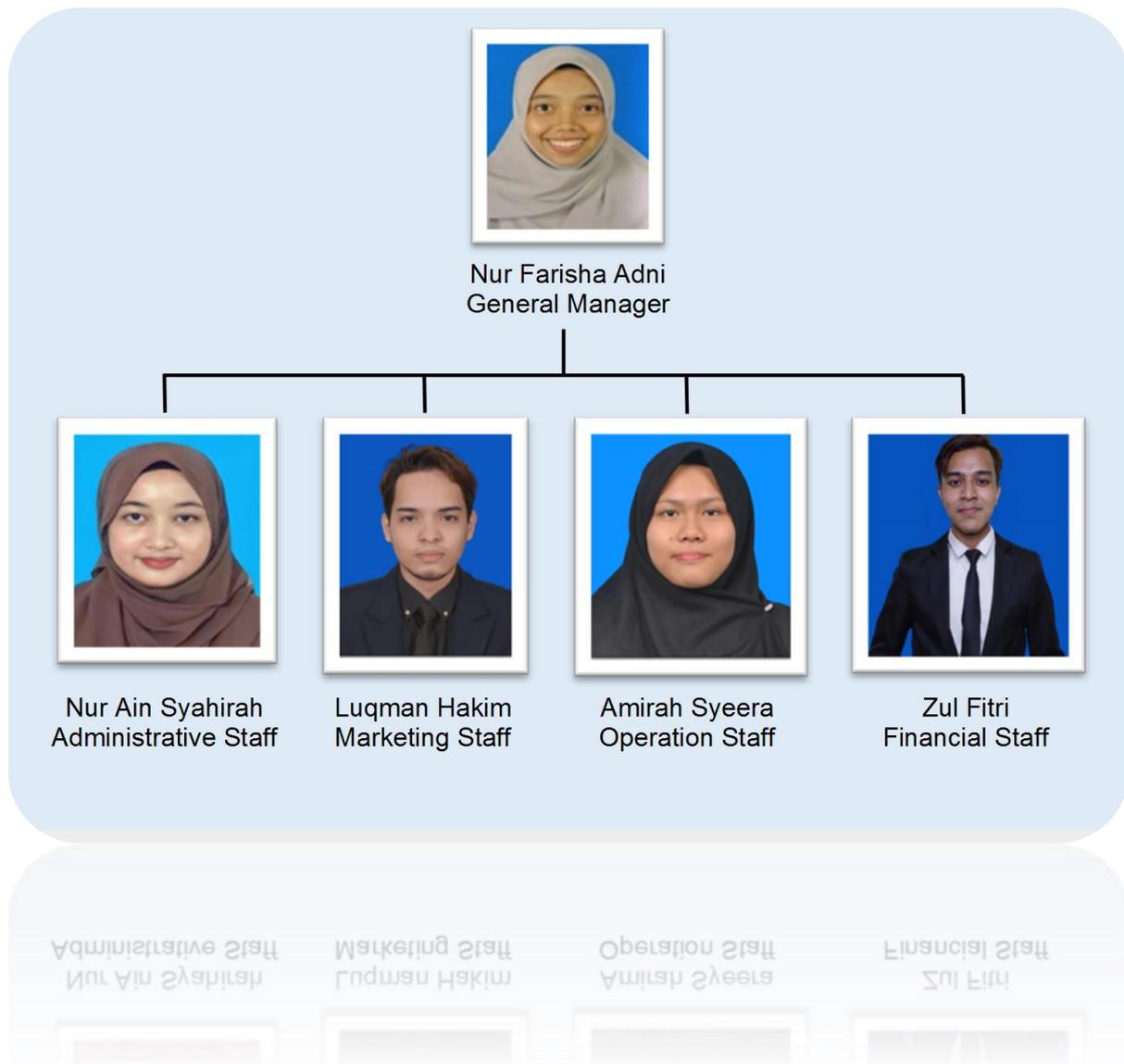
The name of our business is Chocotism. Chocotism is chosen based on our products name. "Sweet, Mouthful, and Tasty" is our company slogan.

Location of the business



Chocotism is located at Residensi

2.2. Organizational Chart



2.3. Mission And Vision

- Mission

Our mission is to use the best quality of chocolate to people who loves chocolate will be enjoyed it and to ensure our products are well made

- Vision

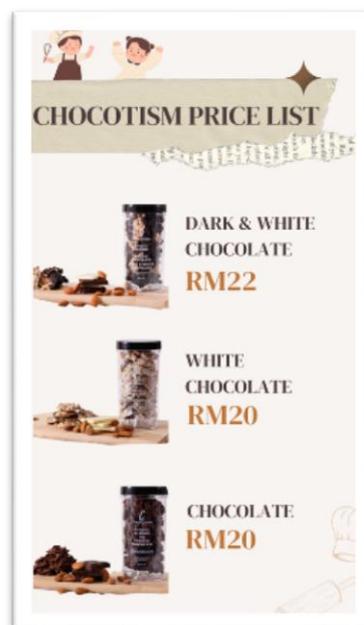
To make Chocotism with love well-known and snack that everyone will loves it.

2.4. Description Of Products / Services



Our product consists of homemade roasted almond dip with premium chocolate. There are two main ingredients that we use for chocotism which is almond and chocolate. We also made this specially for those who loves nuts and chocolate. There are 3 flavours for the customers to choose. The first one is Chocolate, for this flavor we use premium chocolate. Next, we have White Chocolate flavour which contains white chocolate. The last flavor will be Dark & White Chocolate, a mixture of dark and white chocolate. For your information, there will be a distinction between premium chocolate and dark chocolate. We used the correct amount of each ingredient to ensure that the chocolate did not taste overly sweet. We also used halal ingredients and nice almond varieties.

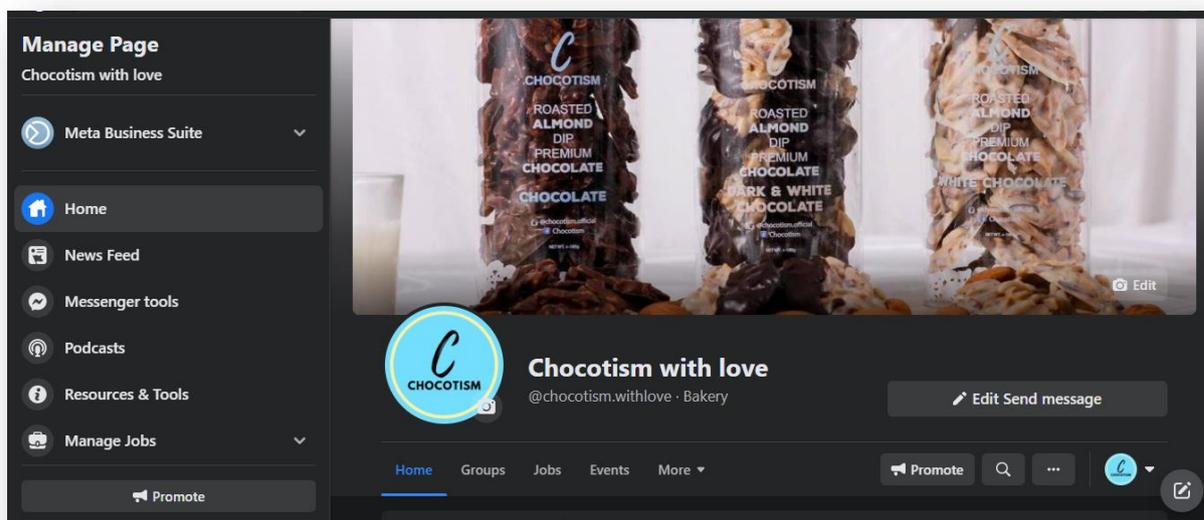
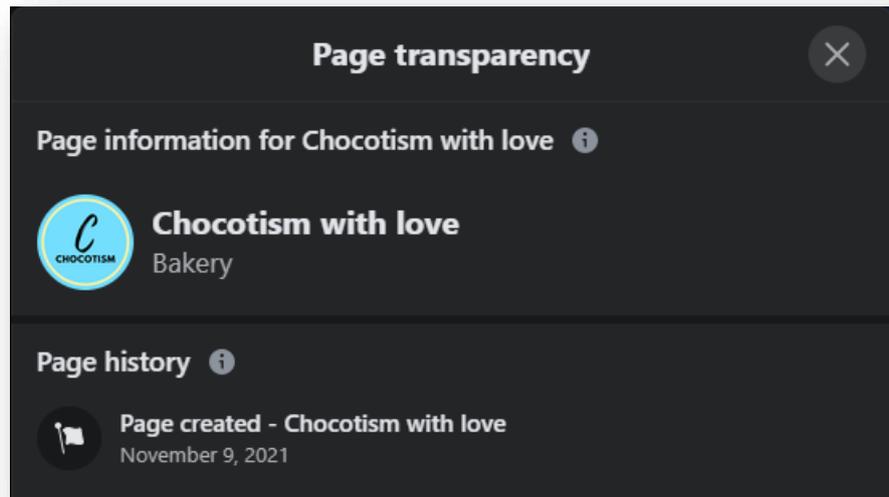
2.5. Price List of Chocotism



3. FACEBOOK (FB)

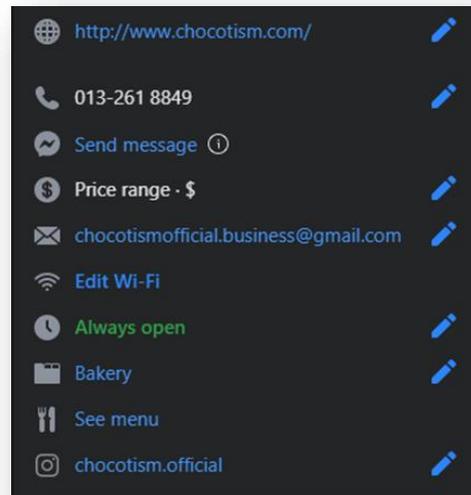
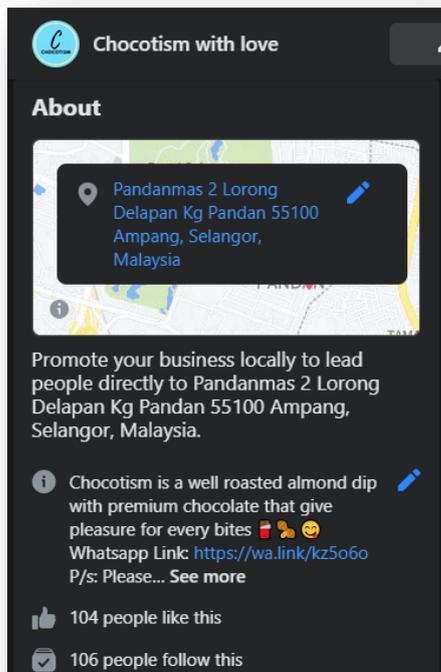
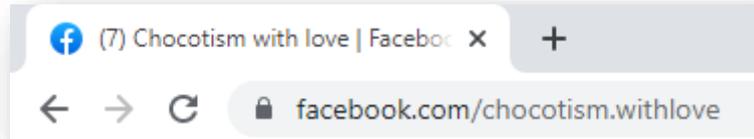
- **CREATING FACEBOOK (FB) PAGE**

Chocotism with Love was founded on November 9, 2021, and our business began operations on November 10, 2021. Customers can find us by searching for our username (**@chocotism.withlove**) in the search box column.



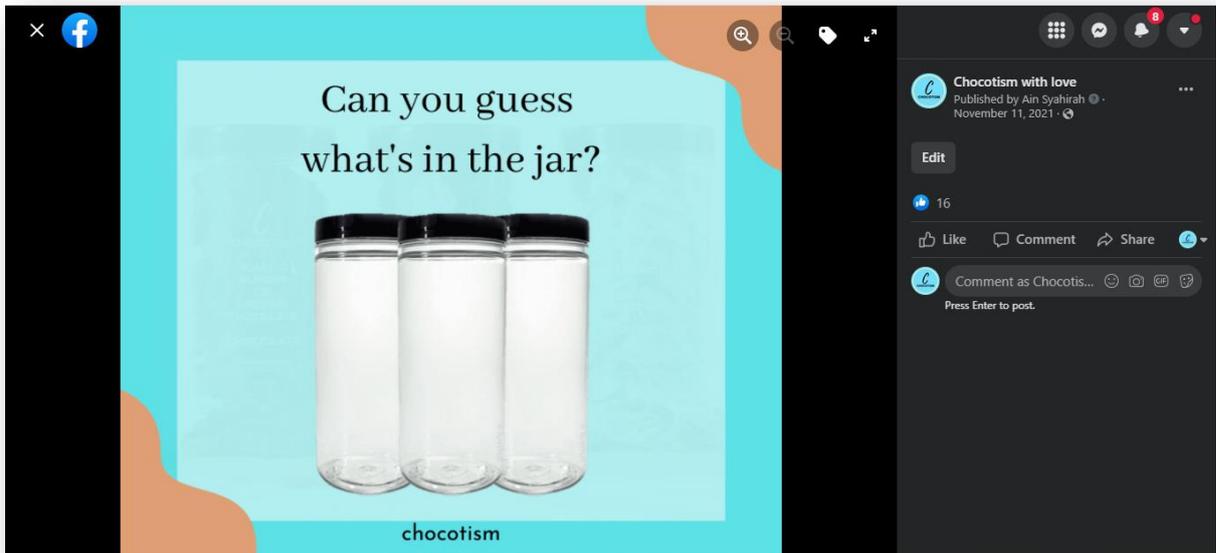
- **CUSTOMIZING URL FACEBOOK (FB) PAGE**

Chocotism with love manages to gain 104 people like and 106 people follow this page starting from November 9, 2021 to January 29 2022 . Plus, Chosotism with love already custom their URL FB page, thus it will make it easier for customers to find our page by clicking on this link <https://www.facebook.com/chocotism.withlove>



- **FACEBOOK (FB) POST – TEASER**

A teaser post, also known as a pre-launch campaign, is a type of advertising post that shares just enough information about a product launch or other type of business news to attract audience interest. These are the eight teasers post that Chocotism with love has created:



Facebook post interface showing a graphic with two images: almonds and chocolate. The word "chocotism" is written at the bottom of the graphic. The post is from "Chocotism with love" and includes a hint: "Hint 2: Almond nuts? Chocolate? 🤔 Boleh teka takkk?!"

Facebook video player interface showing a video with a countdown. The text "3 DAYS" is prominently displayed in the center, with "STAY TUNED" on the left and "16 NOVEMBER" on the right. The video is from "Chocotism with love" and includes the text "3 days left till we reveal our 'love' 🤔 Anyone excited?!!!"

Facebook video player interface. The video content features a teal background with a white torn-paper effect. The text "2 DAYS LEFT" is prominently displayed in the center. Below the text, there are images of chocolate ingredients: a jar of "ROASTED ALMOND DIP", "PREMIUM CHOCOLATE", and "WHITE CHOCOLATE". At the bottom, a wooden board holds chocolate bars, almonds, and other ingredients. The "chocotism" logo is visible in the bottom right corner of the video frame.

Facebook post details:

- Profile: Chocotism with love
- Published by: Ain Syahirah
- Date: November 14, 2021
- Text: 2days left! 🤩🤩 Don't forget to FOLLOW & LIKE to keep updated with us 🚀
- Engagement: You and 12 others
- Actions: Like, Comment, Share

Facebook video player interface. The video content features a teal background with a large white circle in the center. The text "1 DAY LEFT" is prominently displayed inside the circle. The "chocotism" logo is visible in the bottom right corner of the video frame.

Facebook post details:

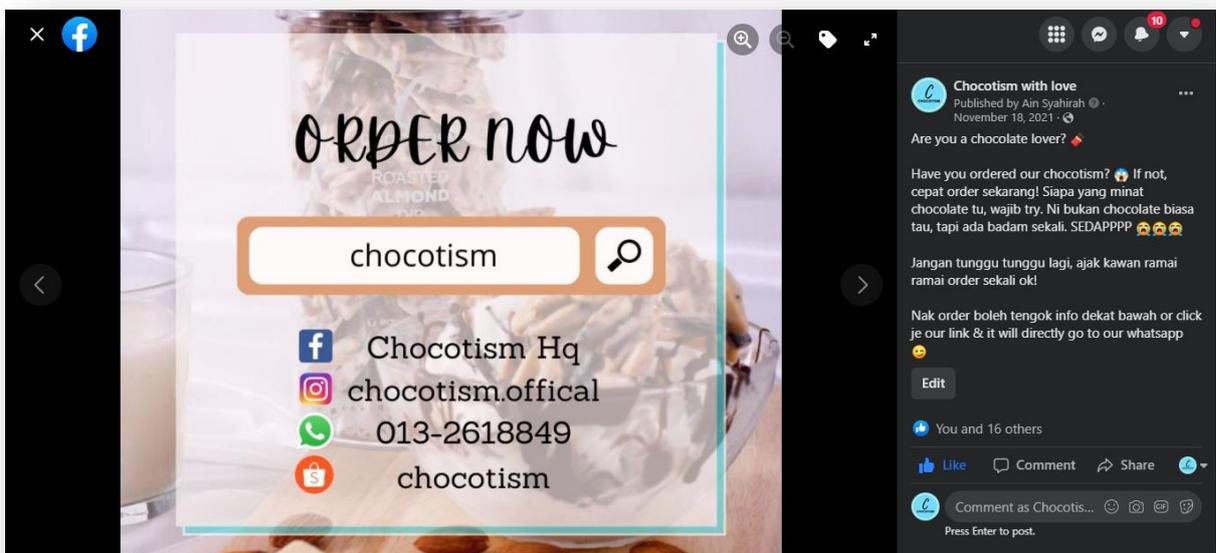
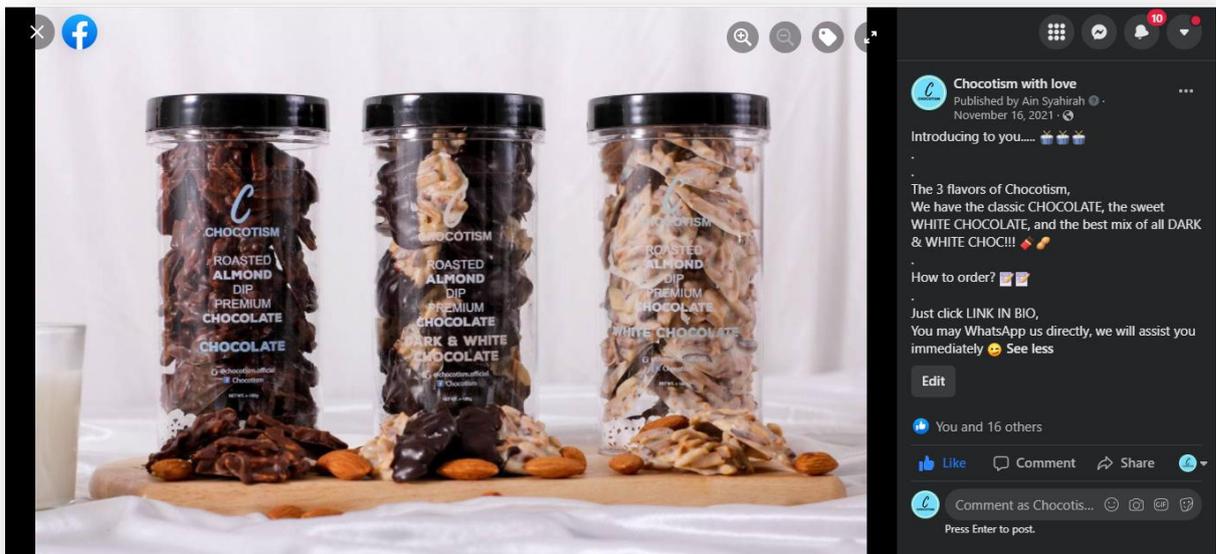
- Profile: Chocotism with love
- Published by: Ain Syahirah
- Date: November 15, 2021
- Text: Tomorrow is the day! 🤩 Siapa eksaited?! Jangan lupa turn on notification untuk dapatkan update meng...
- Engagement: You and 12 others, 5 Views
- Analytics: 29 People reached, 13 Reactions, comments, and shares, 5 3-Second Video Views, Retention curve
- Actions: Like, Comment, Share
- Up Next: PUCHONG PEEPS - Here are special... Chocotism with love

Facebook video player interface. The video content shows three jars of Chocotism products: 'ROASTED ALMOND DIP PREMIUM CHOCOLATE', 'ROASTED ALMOND DIP PREMIUM CHOCOLATE', and 'ROASTED ALMOND DIP PREMIUM CHOCOLATE'. The text 'Coming Soon' is overlaid in a large, brown, serif font. A small Chocotism logo is at the bottom center of the video frame. The video progress bar shows 0:03 / 0:05. The right sidebar shows the video was published by 'Chocotism with love' on November 15, 2021, with 31 people reached and 14 reactions. The 'Up Next' section shows a video titled 'PUCHONG PEEPS' and another titled 'Ada orang Puchong tak dekat sini?'.

Facebook video player interface. The video content is a solid teal background with a white circular alarm clock icon in the center. The text '5 hours left' is written in a black, cursive font above the clock. The Chocotism logo is at the bottom center of the video frame. The video progress bar shows 0:05 / 0:08. The right sidebar shows the video was published by 'Chocotism with love' on November 16, 2021, with 29 people reached and 15 reactions. The 'Up Next' section shows the same 'PUCHONG PEEPS' and 'Ada orang Puchong tak dekat sini?' videos as the previous player.

- **FACEBOOK (FB) POST – COPYWRITING HARD SELL**

A hard sell is a type of advertising or sales tactic that uses language that is unusually direct and demanding. A hard sell is intended to persuade a customer to acquire a product or service immediately rather than considering his or her options and possibly deferring the purchase. In Chocotism with love, we have created hard sells posts. These are the hard sells post that Chocotism with love has created:



Facebook post from Chocotism with love, published by Farisha Adni on November 19, 2021. The post features a promotional image for 'THE YUMMIEST CHOCOLATE ALMOND' with the tagline 'FOR YOUR EVERYDAY MUNCH'. The image shows chocolate almond products and a spoon with chocolate. The post text says: 'Chocotism are made specially for you who love nuts and chocolate'. It has 13 likes and options to Like, Comment, and Share.

Facebook video post from Chocotism with love, published by Ain Syahirah on November 24, 2021. The video shows a close-up of a bowl filled with chocolate almond pieces. The video player shows a progress bar at 0:03 / 0:09. The post text says: 'Nampak sedap tak? 😊 Jom cepat order chocotism dengan kami! 🍪'. It has 11 likes, 1 comment, and 10 views. The post also shows 24 people reached, 12 reactions, comments, and shares, and 10 3-Second Video Views. There is a 'View more video details' button and an 'Up Next' section with video recommendations.

CHOCOTISM

**sweet
mouthful
tasty**

Chocotism with love
Published by Farisha Adni · November 28, 2021 ·

Yang mana nak try order our stocks always available dont worry 😊

Whatsapps us to get yours ok 🙏

11 likes

Like Comment Share

Comment as Chocotis...
Press Enter to post.

special menu

BEST YOU EVER HAD

| | |
|------------------------|------|
| Chocolate | RM22 |
| White Chocolate | RM22 |
| Dark & White Chocolate | RM24 |

Chocotism with love
Published by Farisha Adni · December 6, 2021 ·

Hi guys! Ada yang craving nak chocolate ke?

Kita ada 3 flavour yang korang boleh try tau jangan risau semua sedap 😊

Boleh order di whatsapp atau boleh beli di shopee juga okay 💎

11 likes

Like Comment Share

Comment as Chocotis...
Press Enter to post.

Facebook video player interface showing a video titled "chocotism" with a duration of 0:04 / 0:05. The video content displays three jars of Chocotism products: "ROASTED ALMOND DIP", "PREMIUM CHOCOLATE", and "WHITE CHOCOLATE". The video is set against a teal background with pink flowers.

Facebook post details for "Chocotism with love" published by Ain Syahirah on December 9, 2021.

POSTAGE DAY 🙌🙌🙌

Selamat pagi semua! ada yang nak join postage for today? Don't worry, kita pos seluruh Malaysia tau 🥰🥰🥰

See less

11 Reactions, comments, and shares

12 Views

27 People reached

12 3-Second Video Views

Retention curve

View more video details

Like Comment Share

Up Next

FREE DELIVERY Special prices for this week! RM1 - RM11. PUCHONG PEEPS Here are special... Chocotism with love a day ago · 3 views

Facebook video player interface showing a promotional video for Chocotism. The video content features a large "12.12" graphic with the text "With minimum purchase of RM12". The video shows various Chocotism products, including jars of "ROASTED ALMOND DIP" and "PREMIUM CHOCOLATE", and a potted plant. The video is titled "chocotism" and has a duration of 0:03 / 0:12.

Facebook post details for "Chocotism with love" published by Ain Syahirah on December 12, 2021.

Any shopee addict here? Nak beli barang dekat shopee tapi tak tahu nak beli apa??? Jom beli Chocotism! 🥰🥰

Dengan minimum purchase sebanyak RM12, dah boleh dapat free shipping tau. Maknanya apaaaa? beli satu balang pun tak payah bayar delivery!!

Hari ni je tau, hari lain tak dapat hehehe 🤔

See less

9 Reactions, comments, and shares

15 Views

24 People reached

15 3-Second Video Views

Retention curve

View more video details

Like Comment Share

Up Next

STEP FOR BUYING CHOCOTISM ON SHOPEE!

The video content shows a screenshot of a Shopee search for 'chocotism'. The results include:

| Product Name | Price | Rating |
|---|---------|--------|
| CHOCOTISM Chocolate With Roasted Almond | RM22.00 | 5 star |
| CHOCOTISM Mix Chocolate With Roasted Almond | RM24.00 | 2 star |

The video player interface shows a progress bar at 0:16 / 0:37 and various social media interaction icons.

Chocotism with love
 Published by Ain Syahirah
 January 6 at 9:07 AM

Step for buying Chocotism on Shopee! Senang kan?! 🥰 If taknak beli thru shopee, boleh pm kita dekat ws. Nanti admin kita reply 📩
 See less

7 Likes 17 Views

24 People reached 7 Reactions, comments, and shares

17 3-Second Video Views Retention curve

View more video details

Like Comment Share

Up Next

PUCHONG PEEPS
 Here are special...
 Chocotism with love
 a day ago · 3 views

TREAT YOUR TUMMY WITH
THE YUMMIEST CHOCOLATE ALMOND
 ONE WON'T BE ENOUGH!

The image shows a glass bowl filled with chocolate almond bites on a light-colored surface. The text is overlaid on a brown, textured background.

Chocotism with love
 Published by Ain Syahirah
 January 14 at 10:58 AM

Salam Jumaat everyone 🌟
 Love almond and chocolate? Love crunchy bites? Then you'll definitely love our chocolate almond cluster 🥰
 You can click link in bio to purchase okay! 📩

Edit

2 Likes

Like Comment Share

Comment as Chocotis...
 Press Enter to post.

Chocotism with love
Published by Ain Syahirah · January 16 at 10:06 AM · 🌐

Sekarang dah masuk waktu busy untuk student kan? Time time busy macam ni mesti best kan kalau ada benda nak mengunyah? Kalau tak nanti jadi mengantuk. Lagi lagi bila menghadap laptop/computer 24 jam.

Hahh Chocotism ni rangup tau! Memang makan ngap kruk kruk rasa dia.

Kacang badam yang dipanggang dan disalutkan bersama premium chocolate untuk bagi rasa kemanisan Chocolate tuuu. yumsss 😊

Best? Nak cuba? Hahh
Link WhatsApp di bawah
Link WhatsApp di bawah
Link WhatsApp di bawah
<https://wa.me/message/M3YRA2HD7OAGD1>

See Translation



ITS NOT JUST ANOTHER CHOCOLATE!
It's not just another chocolate!



Taste us now

chocotism

Chocotism with love
Published by Ain Syahirah · January 23 at 8:00 PM · 🌐

TING TING !! WHERE ARE ALL NUTS LOVER?

Tahu tak Chocotism ni a fully loaded chocolate with the crunchy roasted almond. Who can say no to thattttt 🤤🤤

Head over to the link at bio or hit us on our shopee!

Edit

1

Like Comment Share

Comment as Chocotis...
Press Enter to post.

PAY DAY SALE
FEBRUARY 25,
2022

SHOP NOW

@chocotism

0:04 / 0:07

Chocotism with love
 Published by Ain Syahirah · January 24 at 8:00 PM · 🌐

PAY DAY SALE 🎉
 25.2.2022

Get RM3 off with minimum spend RM30!
 It is applicable to purchase at all platforms:
 Facebook, Shopee, WhatsApp, and Instagram.
 Do dm us for more info & we will be pleased to
 guide you 😊
 See less

1 4 Views

6 People reached 1 Reactions, comments,
 and shares

4 3-Second Video Views Retention curve

View more video details

👍 Like 💬 Comment ➦ Share 🗨️

Up Next

CASH ON DELIVERY
without additional charges

**Special promo for
 this week**
25/1 - 30/1

**ALL PUCHONG
 AREA**

**ORDER
 NOW**

0:02 / 0:06

Chocotism with love
 Published by Ain Syahirah · Yesterday at 4:00 PM · 🌐

PUCHONG PEEPS 🎉

Here are special promo for you!
 If you want to buy Chocotism, tapi taknak tunggu
 postage, haa ini lah masa nyal Kita akan buat
 Cash On Delivery sampai depan pintu rumah tau!
 Kalau order sekarang, sekarang jugak kita pergi
 hantar. Best tak? 🙄

Nak order senang je, click link dekat bio nanti
 akan directly contact dengan admin ok 😊
 See less

1 4 Views

4 People reached 1 Reactions, comments,
 and shares

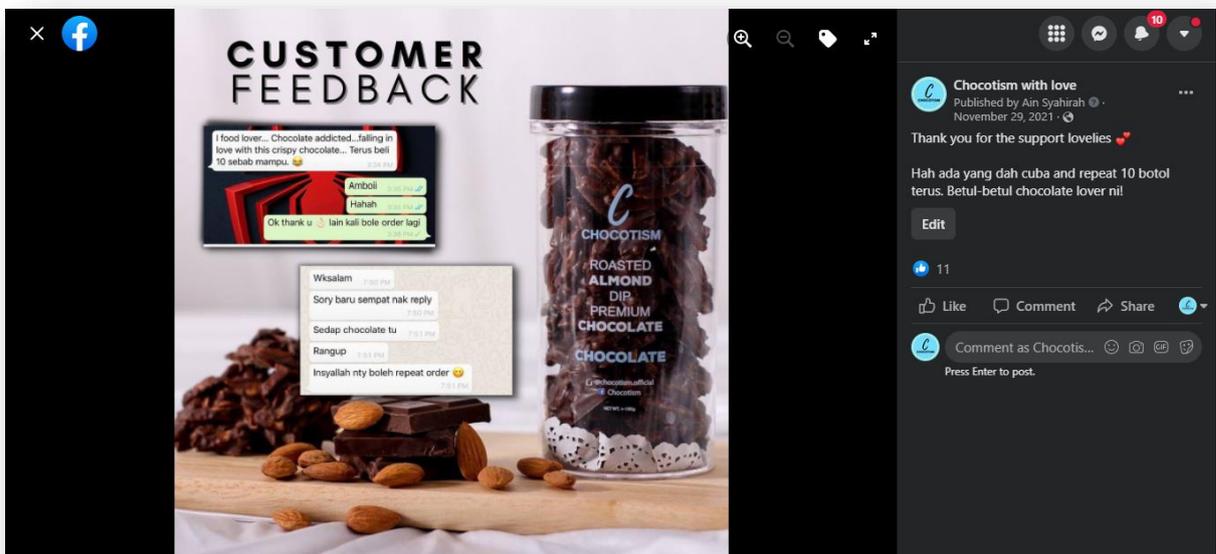
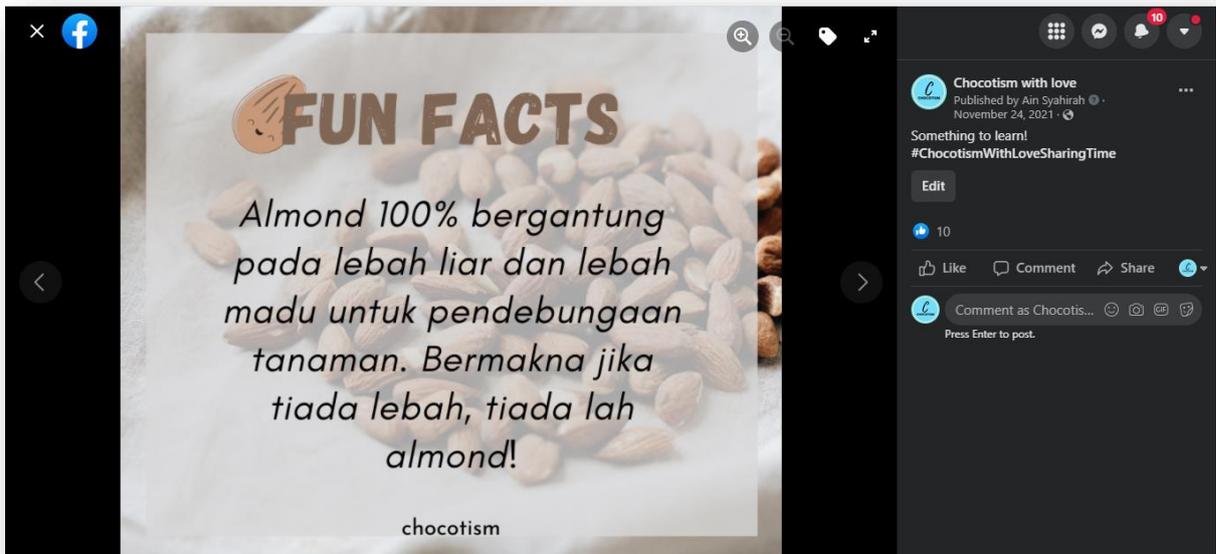
3 3-Second Video Views Retention curve

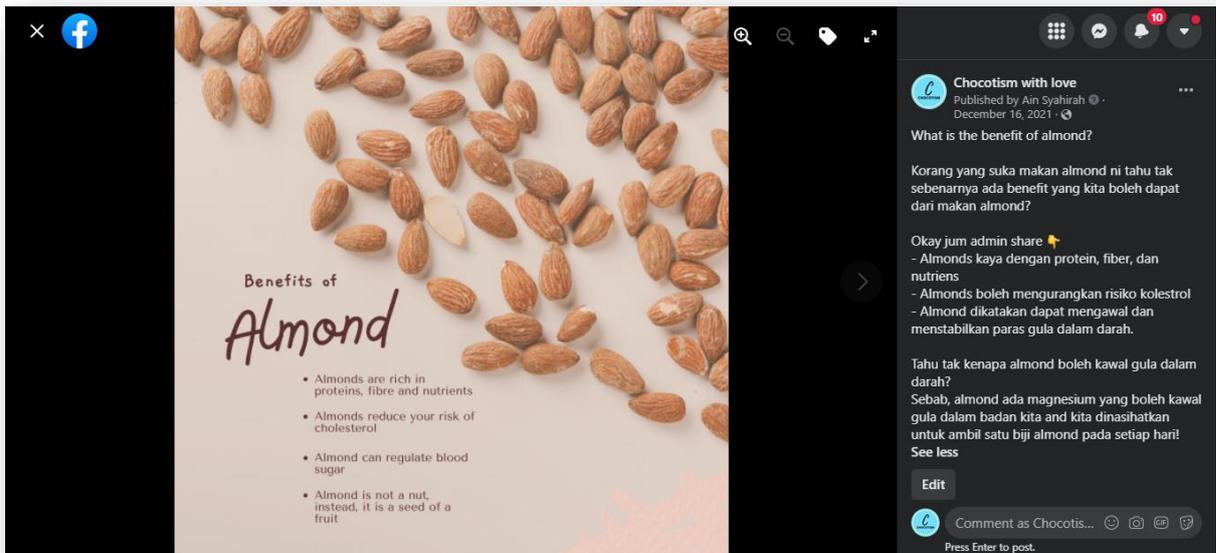
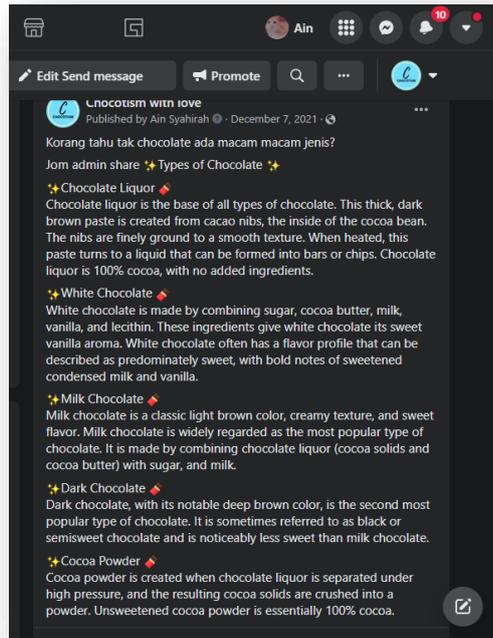
View more video details

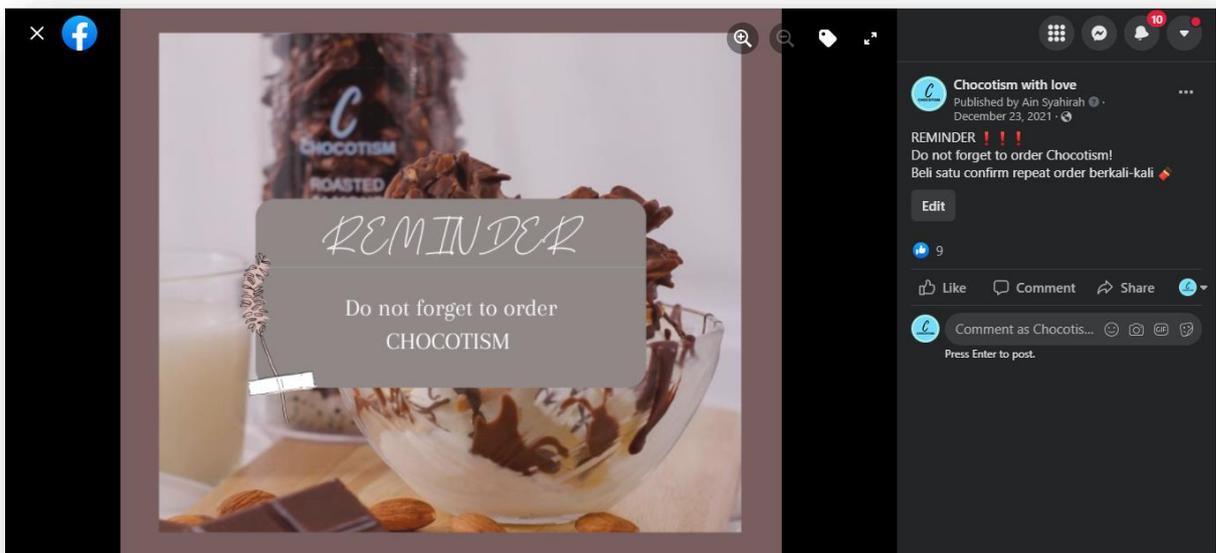
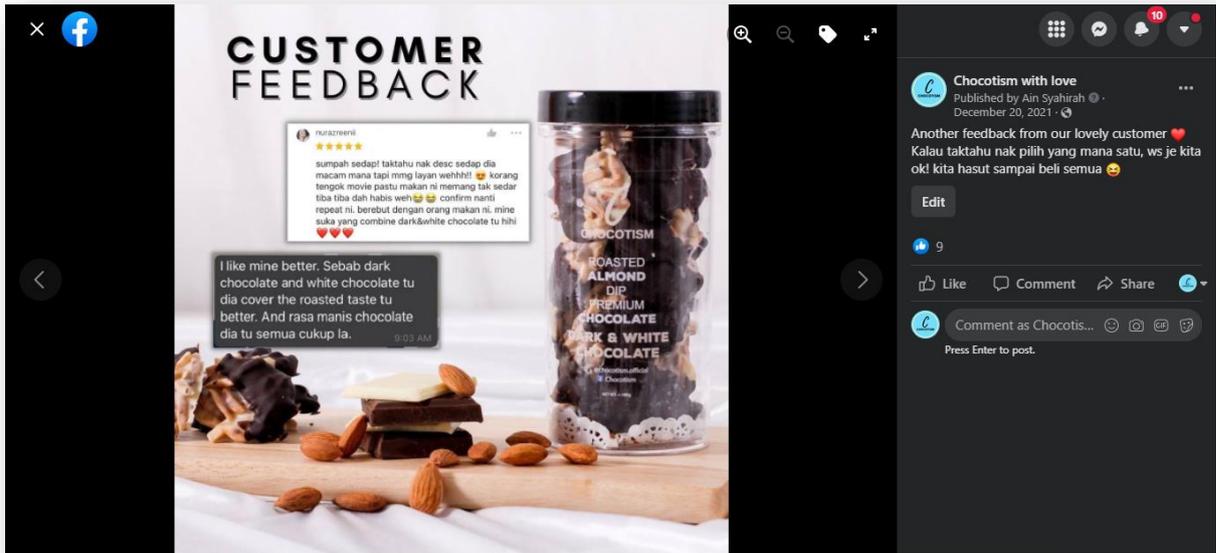
👍 Like 💬 Comment ➦ Share 🗨️

- **FACEBOOK (FB) POST – COPYWRITING SOFT SELL**

Soft sell is a marketing and sales technique that combines soothing language and a non-aggressive attitude is referred to as a. The goal of a soft sell is to avoid upsetting and dismissing potential customers. Soft selling talents have the most significant advantage in that they cover the entire purchase process for the customer. Below is the soft sell that Chocotism has created to on Facebook:









December 23, 2021

Isn't true? Most of us loves chocolate!!! So why almond?? 🤔

Because roasted almond will give the hint of crunchiness in it. Chocotism is made to give pleasure for your everyday munch. It's easy to eat, mouthful, and just the right sweets for everyone.

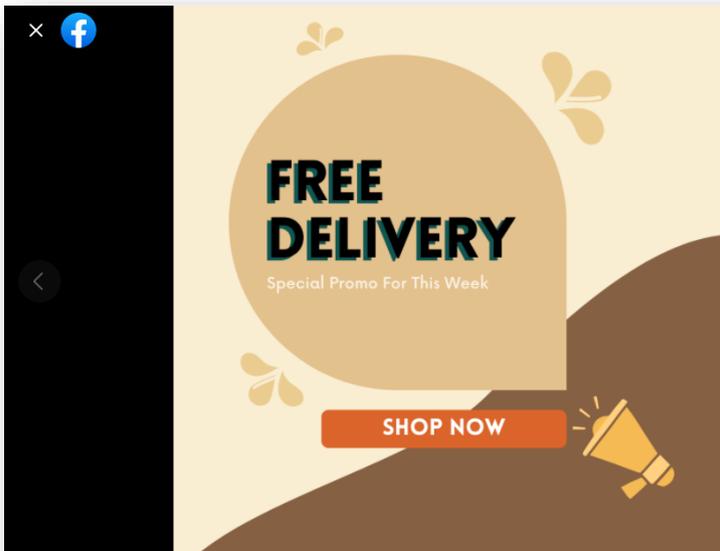
Senang cerita, makan tak sudah susah nak berenti lahh 😊 So you guys can choose your own preferred chocolate ok?

Btw, if you are wonder about the price, here is the list:

- Chocotism Chocolate with Roasted Almond RM22
- Chocotism White Chocolate with Roasted Almond RM22
- Chocotism Mix Chocolate with Roasted Almond RM24

How to order?

Comment as Chocotis...
Press Enter to post.



Chocotism with love
Published by Ain Syahirah
January 19 at 4:34 PM

SPECIAL PROMO FOR THIS WEEK 🎉🎉🎉

Does anyone like "FREE" things? 🙋
Yes it is! Free delivery with no minimum purchase 🎉

Tapi... kita limitkan for 150 parcel only. That is mean parcel yang ke-151 tak dapat free delivery oh nooo 😭😭 click link dekat bio cepat admin akan reply selaju kilat ⚡

Edit

1

Like Comment Share

Most relevant

Most Relevant is selected, so some comments may have been filtered out.

Comment as Chocotis...
Press Enter to post.

DARK CHOCOLATE

chocolate without no added milk solids

Health benefit of dark chocolate

A lot of people love chocolate but not many people fond of dark chocolate because it is bitter than milk chocolate.

However, did you know dark chocolate have many benefits?

Dark Chocolate can:

- ✦ Rich in nutrients
- ✦ Reduce the risk of heart disease and stroke
- ✦ Promotes heart health
- ✦ Improve brain function
- ✦ Boost mood and helps with stress relief
- ✦ Aids in controlling appetite See less

Chocotism with love
Published by Ain Syahirah · January 19 at 8:00 PM ·

1 Like · Comment · Share

TYPE OF NUTS

- ALMONDS
- BRAZIL NUTS
- CASHEW NUTS
- HAZELNUTS
- MACADAMIAS
- PECANS
- PINE NUTS
- PISTACHIOS
- WALNUTS
- PEANUTS

chocotism

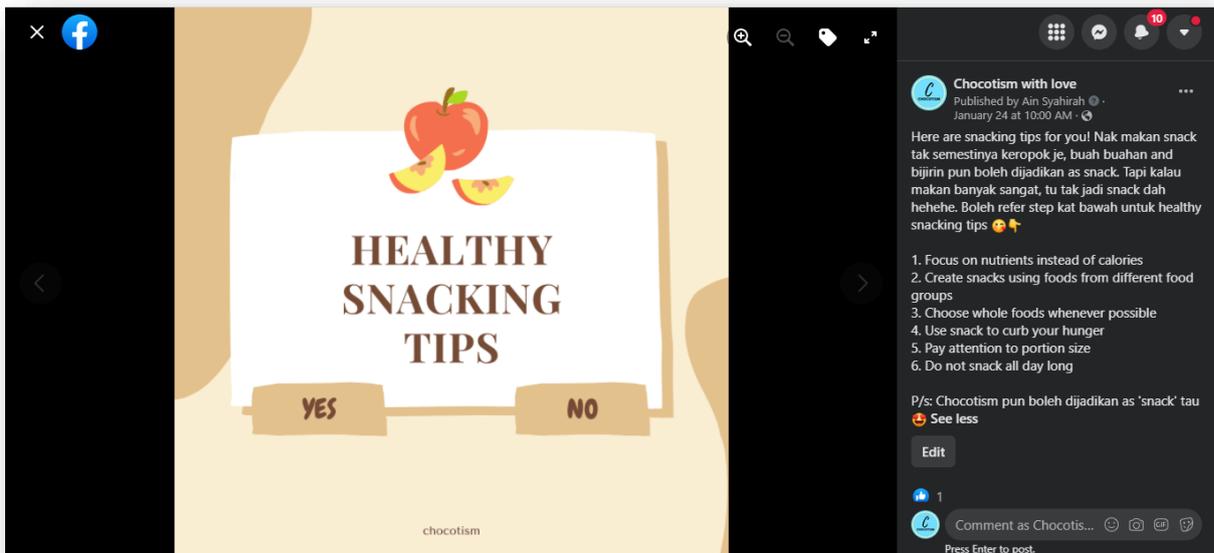
Chocotism with love
Published by Ain Syahirah · January 23 at 4:00 PM ·

Did you know we have more than 5 types of nuts in this world? 🤔🍪

yang bestnya, nuts lebih sedap dimakan bersama chocolate! Lagi lagi almond nuts 😊

Nak lagi sedap and paling superb, mesti la Chocotism 🍫

1 Like · Comment · Share



Feedback

Customer online

nak minta f... k sikit boleh ke? hehe

12:51 PM ✓

hii, boleh boleh

12:52 PM

for me sedap sangat!

12:52 PM

sebab tak manis

12:52 PM

plus almond dia rangup i reallyyyy really love it

chocotism

Chocotism with love
Published by Ain Syahirah · January 24 at 3:00 PM ·

Feedback time 🍪

Another day, another feedback! Thank you Qila our new customer for your feedback on our Chocotism 😊

Edit

Like Comment Share

Comment as Chocotis...
Press Enter to post.

PUCHONG

MBO JALAN DEJATUR

BANDAR PUCHONG JAYA

IOI Mall Puchong

VIP Coatings (Malaysia) Sdn Bhd

Woco Hotel Kin

Sun Inns Hotel 1 Puchong

@Swing Vectors Golf Academy

TripZilla Malaysia

Taman Wawasan Recreational Park

Puchong

Wawasan Hill Trail (Entrance)

Jaya Grocer, IOI Rio City

BANDAR PUTERI PUCHONG

Sun Inns Hotel @ KOI

0:06 / 0:26

chocotism

Chocotism with love
Published by Ain Syahirah · Yesterday at 1:26 PM ·

Ada orang Puchong tak dekat sini? 🍪...

1 5 Views

5 People reached 1 Reactions, comments, and shares

5 3-Second Video Views Retention curve

View more video details

Like Comment Share

Up Next

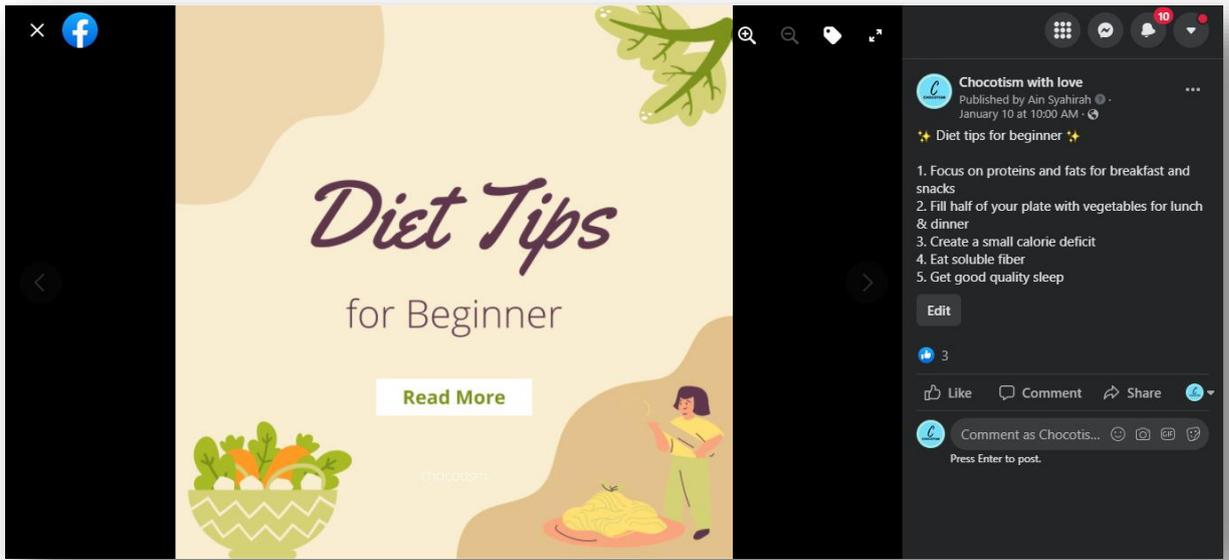
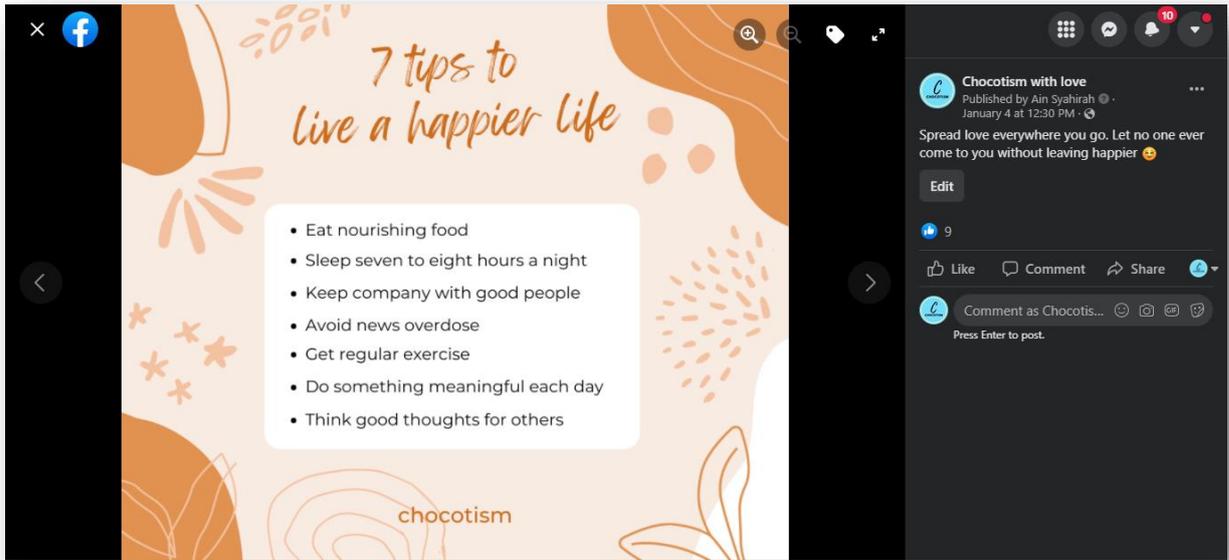
DELIVERY Special prices for this month 2021-2021 0:07

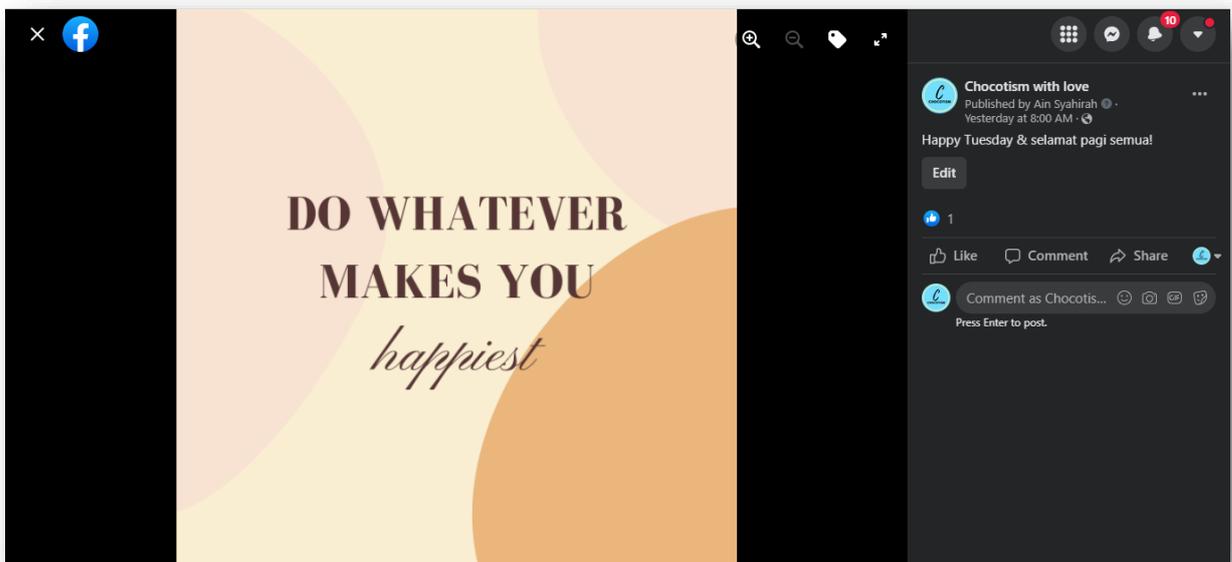
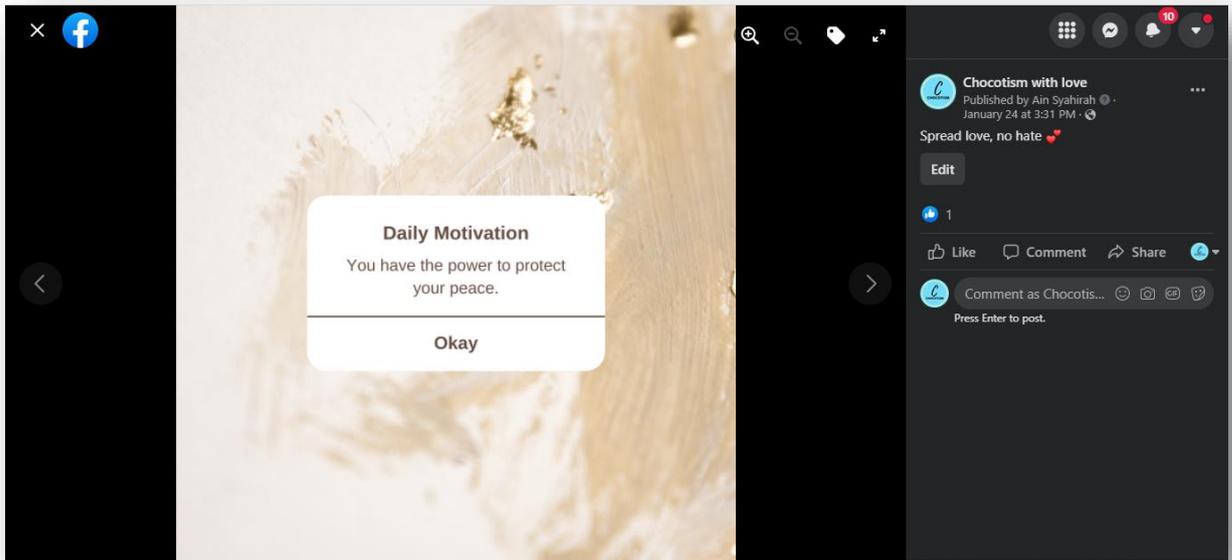
PUCHONG PEEPS Here are special... Chocotism with love a day ago · 4 views

PAY DAY SALE FEBRUARY 2022 25.2.2022 Get RM3 o... Chocotism with love

- Relevant graphics to each post/copywriting







4. CONCLUSION

Finally, the subject ENT530: Principles of Entrepreneurship is important for university students to learn. This is due to the fact that ENT530 taught us how to build a genuine business and run it on our own. Students are given the responsibility of running a real online business using a Facebook page during the semester. For businesses of all sizes, social media is a best fit for reaching out to customers. We may not only advertise our product but also build a two-way communication with the public through these social media postings.

We believe Facebook is one of the best social media platforms for company. We also recognise that we need a smart marketing approach to get the most of it. Using the correct social media promotion approach may help our company achieve great success, raise brand awareness, and produce a lot of sales. Principles of Entrepreneurship (ENT530) was an excellent class for improving both our entrepreneurial and communication skills.

We received a 104 likes on our Facebook page, as a result of interactions with people on Facebook. Not only that, our lecturer also showed us how to make sales posts on Facebook, such as a teaser, a hard sell, and a soft sell post. These strategies for sales posting help us discover how to build our business and notify people about our products.

In our opinion, online business can be a helpful tool for new businesses to manage their operations. Despite the fact that we are still a long way from owning an office company, this helps us to develop business experience. In the future, we would like to learn more about business management.