



اَوْنِيُوْ سِيْتِيْ تِيْكَوْ لُوْ كِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**BACHELOR OF BUSINESS ADMINISTRATION (Hons.) HUMAN RESOURCE  
MANAGEMENT**

**ENT530 : PRINCIPLES OF ENTREPRENEURSHIP**

**SOCIAL MEDIA PORTFOLIO – CHOCO CRISPY**



**GROUP :**

ENT530U

**PREPARED BY :**

<b>NAME</b>	<b>STUDENT ID</b>
Nur Iffahanis binti Hazali	2020461782
Nurul Fatihah binti Addenan	2020865828

**PREPARED FOR :**

MISS NUR NAJAH BINTI ABD RAHIM

## **ACKNOWLEDGEMENT**

In the name of Allah, Alhamdulillah, I express my gratitude to Allah SWT, the Almighty, for providing the resources and blessings necessary to complete this Social Media Portfolio on time.

Miss Nur Najjah binti Abd Rahim, our compassionate and thoughtful lecturer, has been a constant source of encouragement and support for us. Throughout the project, she has provided invaluable construction opinions and feedbacks that have improved the overall flow and ease of the project.

Next, we would want to thank our parents for all of their support and guidance over the years. We may be unable to accomplish this project without their help.

Our friends and loved ones, especially those who assisted us in completing this Social Media portfolio, are also to be thanked. We appreciate you sharing this with us. In addition, the kindness of others who were not directly involved in this project means a great deal to us.

Lastly, we sincerely hope that you will find this assignment useful. We have put in a lot of time and effort to make sure everything in this assignment is done correctly before its deadline.

Thank you.

## **EXECUTIVE SUMMARY**

The ability of a small business to generate profits on a regular basis is essential to the performance. As for our company, Choco Crispy, we strive to provide our consumers with the greatest chocolate jars possible. Choco Crispy is a dessert snack made to be consumed on the go. Cookies, coco crispy, bubble rice, and more are coated in an even layer of melted chocolate. Persiaran Balairong, Bukit Jelutong, Selangor is the location of our main shop. The company is officially launched on April 15th, 2022. Because our location is in the heart of a lot of homes and apartments, our neighbours have easy access to food when they're hungry or bored.

Every mouthful of their chocolate crispy is meant to bring a grin to the face of their clients. It's a long-term goal to surpass everyone else in the industry by creating the best chocolate container possible, with an emphasis on quality and perfection.

Our Choco Crispy vision, mission, and logo are based on our product's practicality and attractiveness to our customers. For Choco Crispy, challenges include competition from Nims Crispy Choco Tub and Mellow Cookies, two other chocolate-jar manufacturers.

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**1.0. GO-ECOMMERCE REGISTRATION**



**CERTIFICATE OF  
COMPLETION**

This certificate that  
**NURUL FATIHAH BINTI ADDENAN**

has completed the  
**SEO and Google My Business**  
on  
**7 July 2022**

organised by







# CERTIFICATE OF COMPLETION

This certificate that  
**Nur Iffahanis Binti Hazali**

has completed the  
**SEO and Google My Business**  
on  
**7 July 2022**

organised by



## 2.0. MYENT CERTIFICATE

	<b>UNIVERSITI TEKNOLOGI MARA</b>	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
<b>MASMED YOUNG ENTREPRENEUR (MyENT)</b>		
<b>SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM</b>		
No. Pelajar	:	2020461782
Nama	:	NUR IFFAHANIS BINTI HAZALI
Program Pengajian	:	SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGURUSAN SUMBER MANUSIA
Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
<b>MAKLUMAT PERNIAGAAN</b>		
Mod Perniagaan	:	Hybrid
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	6
No. Pendaftaran Perniagaan	:	202203166560 (003412471-K)
URL Perniagaan	:	<a href="https://www.facebook.com/Choco-Crispy-FSFA-104714572232072">https://www.facebook.com/Choco-Crispy-FSFA-104714572232072</a>
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	07 Jul 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	07 Jul 2022
<p>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.</p> <p>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.</p>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH <b>PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM</b>		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		



UNIVERSITI  
TEKNOLOGI  
MARA

Akademi  
Pembangunan PKS dan  
Keusahawanan Malaysia  
(MASMED)

## MASMED YOUNG ENTREPRENEUR (MyENT)

### SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM

No. Pelajar : 2020865828  
Nama : Nurul Fatihah Finti Addenan  
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)  
PENGURUSAN SUMBER MANUSIA  
Fakulti : Faculty of Business & Management  
Kampus : Selangor

### MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid  
Bidang Perniagaan yg  
diceburi : Makanan  
Tempoh Berniaga : 6  
No. Pendaftaran Perniagaan : 202203166560 (003412471-K)  
URL Perniagaan : <https://www.facebook.com/Choco-Crispy-FSFA-104714572232072>  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 12 May 2022  
Tarikh Kemaskini : 07 Jul 2022  
Tarikh Cetak : 07 Jul 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.

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SALINAN PENDAFTARAN INI DIPERAKUI OLEH  
**PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM**

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

### 3.0. SSM REGISTRATION



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN  
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**FSFA CHOCO CRIPSY SHOP  
NO. PENDAFTARAN: 202203166560 (003412471-K)**

telah didaftarkan dari hari ini sehingga **2 JULAI 2023** di bawah Akta Pendaftaran  
Perniagaan 1956, beralamat di

**Bil. Cawangan: TIADA**

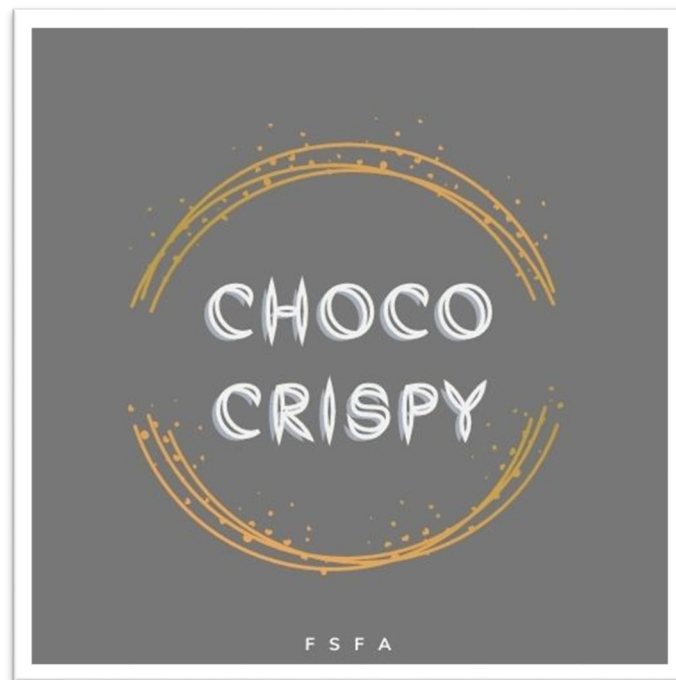
Bertarikh di **SISTEM EZBIZ** pada **3 JULAI 2022**.

**DATUK NOR AZIMAH ABDUL AZIZ**  
Pendaftar Perniagaan  
Semenanjung Malaysia

#### **4.0. INTRODUCTION OF BUSINESS**

##### **4.1. NAME AND ADDRESS OF BUSINESS**

Choco Crispy is the name of our business, and it refers to the things we sell. Choco Crispy is a dessert item that is designed to be taken as a snack. We chose to start this business because this product is popular among youth. Since the chocolates are smoothed using vegetable oils, the items are produced with melted chocolate, which helps to prevent the melted chocolate from hardening due to exposure to air and temperature changes. The melted chocolate is then used to coat crunchy or chewy components like cookies, coco crunchy, bubble rice, and more in an equal layer. Our main shop is located in Persiaran Balairong, Bukit Jelutong, 40150 Shah Alam, Selangor, where the choco jars may be found. Our items are also available on social media platforms like Facebook, making it easier for customers to purchase them. We also provide deliveries to customers, whether we send them personally or send them by postal service. We did everything we could to make our customers pleased when they purchased our products.

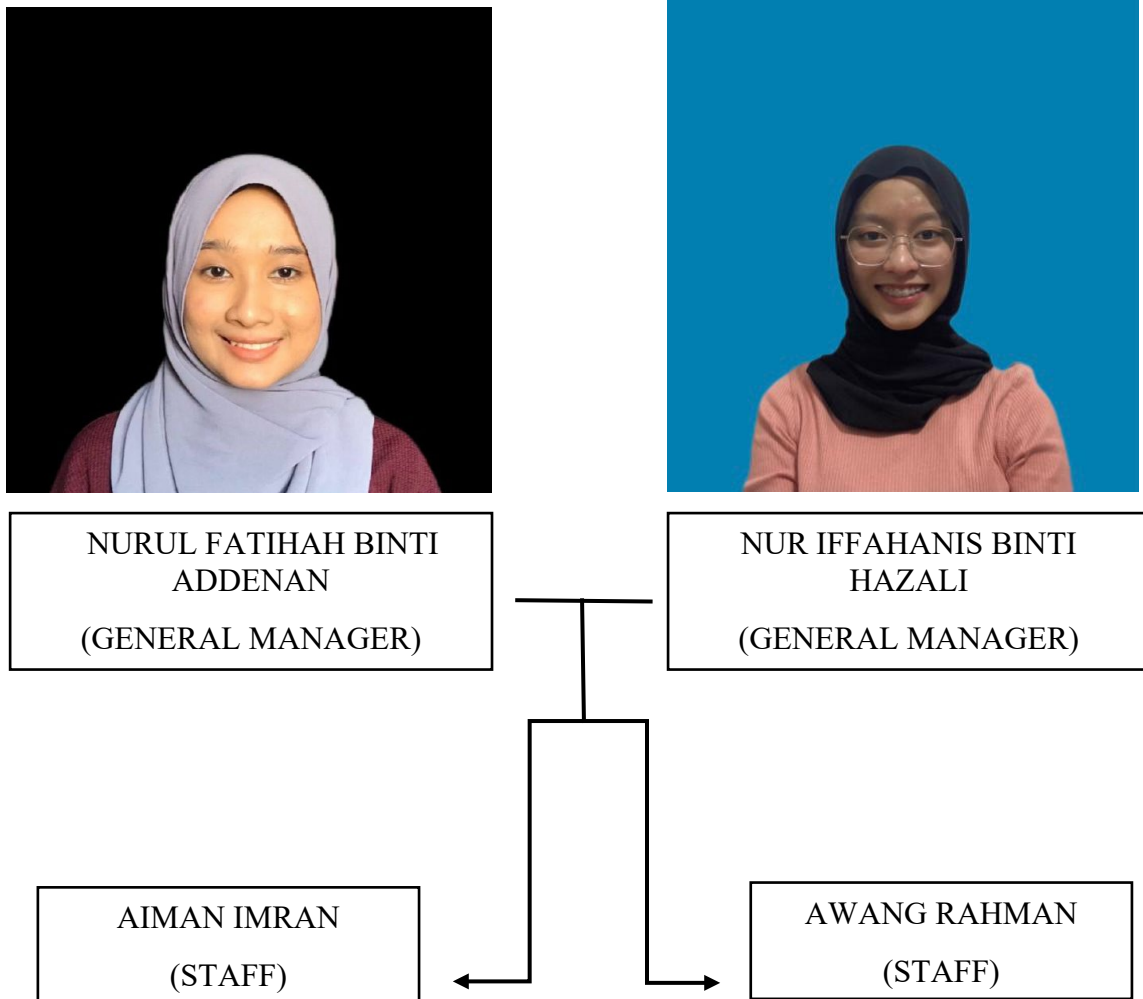


**LOGO FOR BUSINESS (CHOCO CRISPY)**

<b>BUSINESS INFORMATION</b>	
NAME OF BUSINESS	Choco Crispy
BUSINESS ADDRESS	
BUSINESS EMAIL	chococrispyfsfa@gmail.com
CONTACT NUMBER	
FORM OF BUSINESS	PARTNERSHIP
DATE OF COMMENCEMENT	15 <sup>TH</sup> April 2022
NAME OF BANK	BANK ISLAM
ACCOUNT NUMBER	

**BUSINESS INFORMATION**

## 4.2. ORGANIZATIONAL CHART







## 4.3. MISSION / VISION

Our mission for this business is to serve everyone with a superior bite, flavour, and service than anybody else, and to make every bite of our choco crispy bring a smile to our customers' faces. Meanwhile, our vision is to become the top choco jar maker who places a premium on excellence and perfection in the creation of the best chocolate jar in the world.



#### 4.4. DESCRIPTIONS OF PRODUCTS

A list of products we are selling

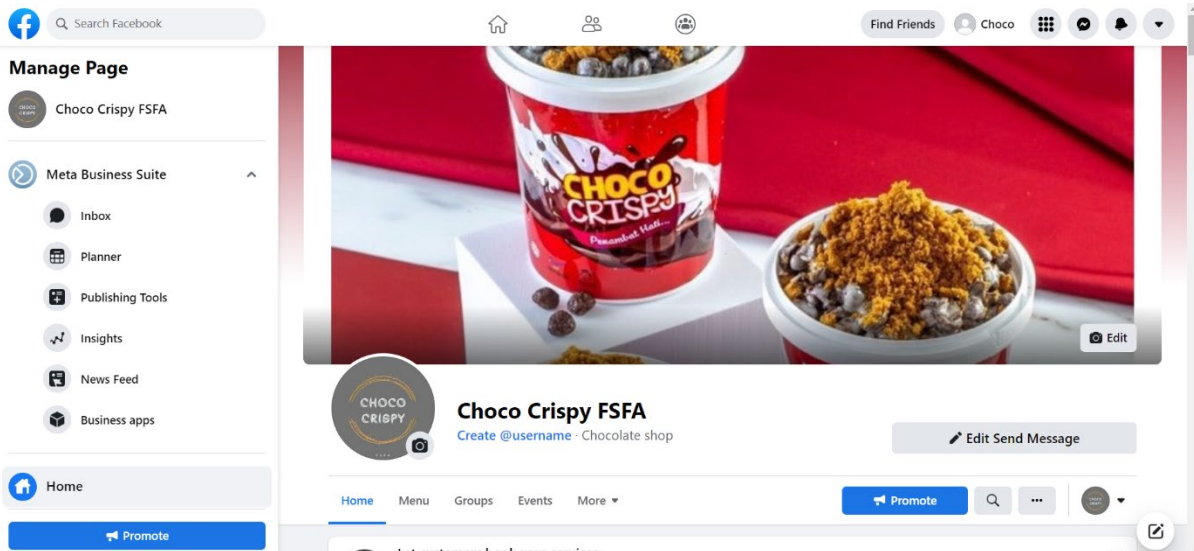
PRODUCT	DESCRIPTIONS
	<p>No matter what flavour or toppings the customer selects, all of these choco jars cost <b><u>RM9.00.</u></b></p>
	<p>The choco jars are available in :</p> <ul style="list-style-type: none"> <li>- Mini krunch</li> <li>- Bubble rice</li> <li>- Choco ball</li> </ul>
	<p>The flavours available for the choco jars are :</p> <ul style="list-style-type: none"> <li>- Chocolate</li> <li>- White chocolate</li> <li>- Strawberry</li> <li>- Butterscotch</li> </ul>
	<p>The toppings available are :</p> <ul style="list-style-type: none"> <li>- Biscoff</li> <li>- Strawberry</li> <li>- Cranberry</li> <li>- Blackcurrant</li> </ul>



## 5.0. FACEBOOK (FB)

### 5.1. CREATING FACEBOOK (FB) PAGE

FACEBOOK NAME : Choco Crispy FSFA



## FACEBOOK PAGE

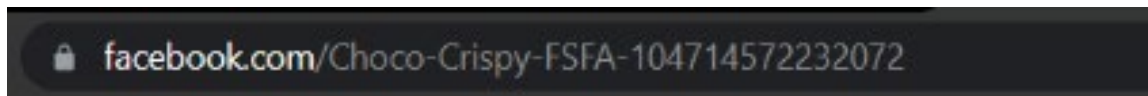
### About

- [Enter location](#)
- [A wide variety of chocolate jars suitable for all ages, at the cheapest price you'll ever find!](#)  
Open to delivery in certain areas!
- 107 people like this
- 113 people follow this
- [Enter website](#)
- 018-362 6849
- [Send message](#)
- [chococrispyfsfa@gmail.com](mailto:chococrispyfsfa@gmail.com)
- Price range · £
- [Edit business hours](#)
- [Chocolate shop](#)
- [See menu](#)

## FACEBOOK ABOUT

## 5.2. CUSTOMIZING URL FACEBOOK (FB) PAGE

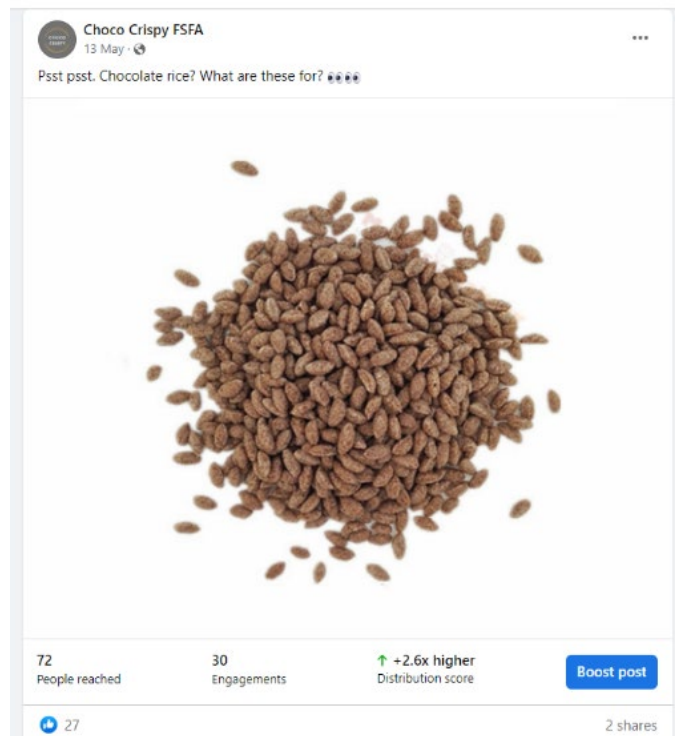
FACEBOOK URL : <https://www.facebook.com/Choco-Crispy-FSFA-104714572232072>



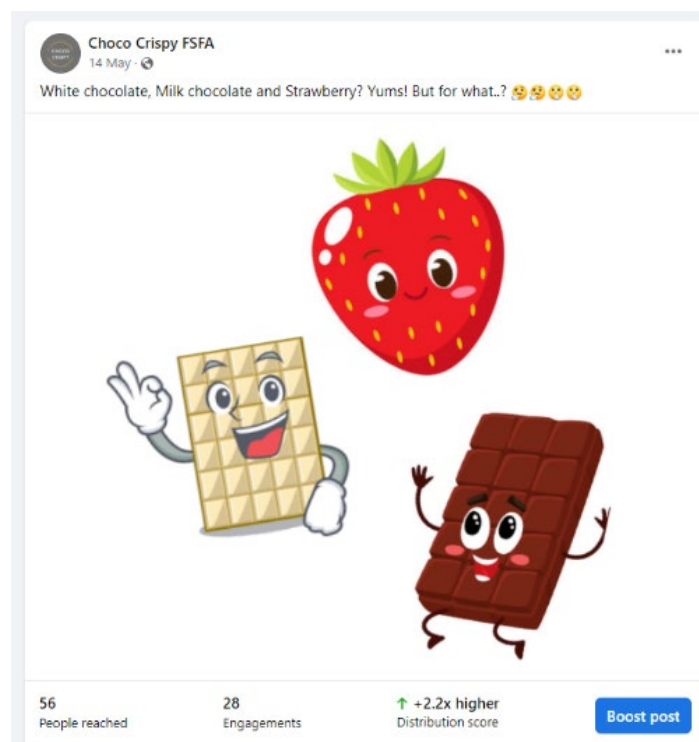
### POSTINGS

<b>TYPE OF POSTINGS</b>	<b>QUANTITY</b>
TEASER	6
HARDELLS	16
SOFTSELLS	16
TOTAL :	38

### 5.3. FACEBOOK (FB) POST – TEASER



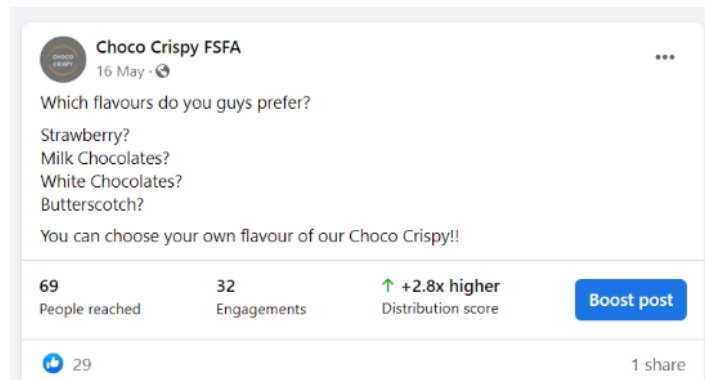
**TEASER 1**



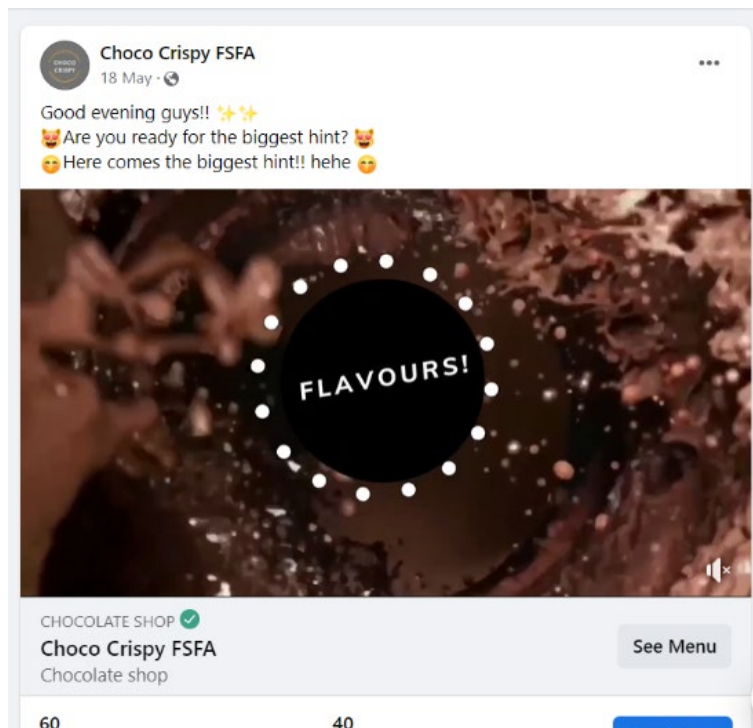
**TEASER 2**



### TEASER 3



### TEASER 4



### TEASER 5

## 5.4. FACEBOOK (FB) POST – COPYWRITING (HARD SELL)

Choco Crispy FSFA  
23 May · 🌐

Silapa yang tak pernah rasa chocojar? Anda memang rugi!! 🍫🍫🍫  
Chocolate ini adalah sesuatu yang manis, lembut dan menyelerakan untuk dimakan. Tidak ada makanan dah anda lapar? Makanlah Choco Crispy ini! PASTI akan menjadi pilihan untuk semua orang!!  
Semanis - manisnya Choco Crispy ini, manis lagi senyuman kamu 😊😊



42 People reached    11 Engagements    ↑ +1.7x higher Distribution score    [Boost post](#)

### HARD SELL 1

Choco Crispy FSFA  
27 May at 12:10 · 🌐

Assalamualaikum and hi geng! Happy weekend! 🎉

Try our available flavours for only RM9!!

- ♥️ CHOCOLATE
- ♥️ STRAWBERRY
- ♥️ BUTTERSCOTCH
- ♥️ WHITE CHOCOLATE

Which available with :

- ♥️ M. CRUNCH
- ♥️ CHOCOBALL
- ♥️ BUBBLE RICE

CHOCOLATE	STRAWBERRY	WHITE CHOCOLATE
M. CRUNCH - CHOCOLATE	CHOCOBALL - STRAWBERRY	M. CRUNCH - WHITE CHOCOLATE
M. CRUNCH - BISCOFF	M. CRUNCH - STRAWBERRY	M. CRUNCH - BLACK COBANA
CHOCOBALL - CHOCOLATE	CHOCOBALL - BUTTERSCOTCH	CHOCOBALL - BISCOFF
CHOCOBALL - BISCOFF	CHOCOBALL - STRAWBERRY	CHOCOBALL - BLACK COBANA
B. RICE - CHOCOLATE	CHOCOBALL - BISCOFF	B. RICE - BISCOFF
B. RICE - BISCOFF	B. RICE - BISCOFF	B. RICE - BLACK COBANA
	M. CRUNCH - BISCOFF	

25 People reached    7 Engagements    ↑ +1.1x average Distribution score    [Boost post](#)

### HARD SELL 2

**Choco Crispy FSFA**  
5 June at 11:00 · 🌐

Bosan di rumah dan tak tau apa nak dimakan? Mahukan manisan? Apa tunggu lagi, mari grab Choco Crispy kami! Pelbagai perisa ditawarkan. Nak strawberry? 🍓 Kami ada! Nak coklat? 🍫 Kami ada! dan banyak lagi! Hanya hubungi kami dan pilih perisa dan topping pilihan anda! Apa tunggu lagi? Order sekarang! 📞

See translation

**LET'S GET CRUNCHIES!**  
the taste of homemade but premium  
www.facebook.com/Choco-Crispy-FSFA  
**BUY NOW!**

70 People reached    16 Engagements    ↑ +2.4x higher Distribution score    [Boost post](#)

🗨️ 7    1 share

**HARD SELL 3**

**Choco Crispy FSFA**  
5 June at 23:54 · 🌐

Hey geng! Your chocojar stocks are running low? Craving for chocojars? Don't worry, we are here for you! Just choose what flavours you crave and message us the details! We are gonna reply you ASAP! ❤️❤️

**CHOCO CRISPY**

- CHOCOLATE
- STRAWBERRY
- WHITE CHOCOLATE
- BUTTERSCOTCH

**SHOP NOW!**

@ChocoCrispyFSFA

15 People reached    5 Engagements    ↓ -1.4x lower Distribution score    [Boost post](#)

**HARD SELL 4**



Choco Crispy FSFA  
6 June at 14:33 · 🌐

Hari isnin dah tiba lagi. Stress kerja? Stress buat assignment? Stress duduk di rumah? Ini promosi untuk anda! PROMOSI Monday Blues! Hanya HARI INI. Beli 1 Percuma 1! Jangan lepaskan peluang ini. Mari order sekarang! 🍫❤️

See translation

21 People reached      7 Engagements      ↓ -1.2x average Distribution score      Boost post

**HARD SELL 5**

Choco Crispy FSFA  
6 June at 17:49 · 🌐

👉👉 SALE SALE SALE!! 👉👉

Dont forget to purchase our 6.6 SALE!!

Buy 1. Get 1 free! Get yours now!

18 People reached      5 Engagements      ↓ -1.5x lower Distribution score      Boost post

**HARD SELL 6**

Choco Crispy FSFA  
7 June at 14:30 · 🌐

Dah cuba, pasti nak lagi!! Confirm tak rugii! Dapatkan choco crispy anda sekarang! ❤️

ITS TIME FOR SWEETNESS!

BUY NOW!

FEELS THE AMAZING TASTE WITH CHOCO CRISPY!

@ChocoCrispyFSFA

13 People reached      4 Engagements      ↓ -1.8x lower Distribution score      Boost post

**HARD SELL 7**

Choco Crispy FSFA  
7 June at 18:49 · 🌐

Need some snacks to chill? Buy our Choco Crispy now!  
👉 Double Choconya, Double Crispynya! 👈

CHOCO CRISPY

"Double Choconya!  
Double Crispynya!"

BUY NOW!

@chococrispyFSFA

12 People reached      3 Engagements      ↓ -1.9x lower Distribution score      Boost post

**HARD SELL 8**



Choco Crispy FSFA  
8 June at 17:25 · 🌐

THE BEST CHOCOJAR YOU'VE EVER HAD !!! !!  
Don't forget to order yours now!! 🍪🍫❤️

**THE BEST CHOCOJAR**

The most effective yet the cheapest psychologist on earth!

**ORDER NOW!!!**



@CHOCOCRISPYFSFA

13 People reached    6 Engagements    ↓ -1.9x lower Distribution score    [Boost post](#)

**HARD SELL 9**

Choco Crispy FSFA  
8 June at 20:20 · 🌐

Hanya sesimple ini untuk enjoy our choco crispy! Tunggu apa lagi, grab yours now! 🍪

**Way to enjoy**  
choco crispy

- 1 Choose your type.
- 2 Flavour
- 3 Toppings
- 4 ENJOY!

[www.facebook.com/Choco-Crispy-FSFA](http://www.facebook.com/Choco-Crispy-FSFA)

**Buy now!**

7 People reached    2 Engagements    ↓ -3.0x lower Distribution score    [Boost post](#)

**HARD SELL 10**

**Choco Crispy FSFA**  
9 June at 10:30 · 🌐

Biscoff is our hot selling topping for now 🔥  
How about yours? What is your pick among our variety of delicious toppings? Discover it now by purchasing our choco crispy! 🍪

**OUR BEST SELLING TOPPINGS**  
**BISCOFF!**

**WHAT YOURS? FIND OUT NOW!**

7 People reached      2 Engagements      ↓ -3.2x lower Distribution score      [Boost post](#)

👍 2

### HARD SELL 11

**Choco Crispy FSFA**  
10 June at 19:33 · 🌐

SEDAP, RANGUP, RASA YANG MAHAL HANYA DENGAN RM9?! Mana nak dapat lagi kalau bukan daripada kami. Beli sekali, pasti repeat order! Dapatkan choco crispy sekarang! 🍪

See translation

**CHEAPEST PRICE WITH PREMIUM TASTE!**

**CHOCO CRISPY**

**ONLY RM9!**

11 People reached      3 Engagements      ↓ -2.2x lower Distribution score      [Boost post](#)

### HARD SELL 12

Choco Crispy FSFA  
10 June at 23:17 · 🌐

!!! CHOCO CRISPY SEDAP !!!  
Choose whatever flavour you want!!  
♥️ CHOCOLATE  
♥️ WHITE CHOCOLATE  
♥️ BUTTERSCOTCH  
♥️ STRAWBERRY  
Dont forget to message us to purchase your order !!!

@ChocoCrispyFSFA



**CHOCO CRISPY SEDAP!**

Choco Crispy FSFA  
Chocolate shop

Send Message

11  
Barbara Rahman

3  
Prishnamate

↓ -2.2x lower  
Distribution score


Boost post

### HARD SELL 13

Choco Crispy FSFA  
12 June at 01:30 · 🌐

Curious about our chocojar ingredients?  
Curious about our stocks availability?  
Curious about our chocojar COD and posting details?  
You know what people say... curiosity killed the cat so don't be a curious cat and just message us for any enquires you have!! hihi 🥰🥰🥰

@CHOCOCRISPYFSFA



**Ask us anything!**

Type something here...

Choco Crispy FSFA  
Chocolate shop

Send Message

7  
People reached

2  
Engagements

↓ -2.9x lower  
Distribution score

Boost post

### HARD SELL 14

Choco Crispy FSFA  
12 June at 23:04

These flavours are our **BEST SELLER** of the week !!  
Thanks for supporting and trusting us ❤️  
Do message us to order Choco Crispy, if you haven't already! I promise, you won't regret it! ❤️

**BEST SELLER**  
OF THE WEEK

*LOTUS BISCOFF*  
RM9

*CHOCOLATE*  
RM9

@CHOCOCRISPYFSFA

Choco Crispy FSFA  
Chocolate shop

Send Message

17 People reached    4 Engagements    ↓ -1.6x lower Distribution score

Boost post

**HARD SELL 15**

Choco Crispy FSFA  
13 June at 21:20

!!! LIMITED OFFER !!!  
!!! BUY 1, AND DISCOUNT RM4 FOR THE SECOND JAR !!!  
Father's day is coming soon, so what are you waiting for?! Buy our Choco Crispy and give them to your beloved dad!! ❤️

Limited Offer ✨  
**FATHER'S DAY SALE**

For many people, chocolate is their favourite gift and their preferred way to show their love.

**ORDER NOW**

9 People reached    1 Engagement    ↓ -2.6x lower Distribution score

Boost post

**HARD SELL 16**

## 5.5. FACEBOOK (FB) POST – COPTYWRITING (SOFT SELL)

Choco Crispy FSFA  
14 June at 15:20 · 🌐

Hi guys! Nak tahu fakta menarik? Mari kami sharekan satu!  
Tahukah anda manisan dapat merangsang emosi gembira dan tenaga seseorang?  
Menurut pakar kimia dari Jerman, Justus Von Liebig mengesahkan coklat adalah makanan yang sempurna rasanya dan kaya nutrisi tambahan yang memulihkan tenaga seseorang individu.  
Amalan memakan coklat juga baik kerana dapat merembeskan hormon endorfin ke dalam otak yang merangsang emosi gembira, sekali gus mengatasi masalah kemurungan secara semula jadi.  
See translation

**CHOCO CRISPY**  
**CHOCO CRISPY**  
CHOCO CRISPY  
CHOCO CRISPY

**ONLY RM9**

9 People reached   3 Engagements   ↓ -2.8x lower Distribution score   Boost post

### SOFT SELL 1

Choco Crispy FSFA  
14 June at 19:05 · 🌐

Stress? Bored? Don't know what to do or what to eat? 😞😞

Only RM9 gets you a jar of our Choco Crispy!

✨ Do you know that flavanols like catechin and epicatechin are found in chocolate? They all work together to protect your cells from inflammation, improve your cognitive function, and boost your immunity and cardiovascular health. ✨ ... See more

12 People reached   4 Engagements   ↓ -2.1x lower Distribution score   Boost post

### SOFT SELL 2



Choco Crispy FSFA  
15 June at 11:46


Do you ever feel like chocolate is the only thing that can make you feel better? At some time, I believe we all do. Chocolate is known as a comfort food, a snack that we turn to on both good and bad days.

Because of its irresistible flavour and texture, chocolate is an easy option for comfort food, but there are genuine reasons why humans crave it.

These are some of the reasons:

- Setting limits for oneself
- Caffeine deficiency
- Magnesium deficiency
- Anxiety
- Cravings for sugar or fat

All of the following are valid reasons why we seek out chocolate as a source of consolation. Chocolate cravings and subsequent consumption can indicate a dietary deficiency, such as magnesium. As a result, seeking chocolate as a source of consolation could be a psychological response to a need to compensate for something lacking. Chocolate gives you a soothing feeling and satisfies a yearning you have, as well as filling a void in your diet.




11 People reached    4 Engagements    ↓ -2.3x lower Distribution score    Boost post

### SOFT SELL 3

Choco Crispy FSFA  
16 June at 13:43

Snacks, despite their negative reputation, can be an important element of your diet. They might provide you energy during the day or when you workout. A healthy snack in between meals might help you feel fuller and avoid overeating at mealtime.



ORDER NOW

@chococrispyfsfa    018362689

12 People reached    2 Engagements    ↓ -2.6x lower Distribution score    Boost post

### SOFT SELL 4

Choco Crispy FSFA  
16 June at 18:20 · 🌐

**!?!?!? FUN FACT:** Chocolate is believed to be high in antioxidants **!?!?!?**

Because of its high fat and sugar content, chocolate used to get a lot of bad press. However, it has been discovered that the main component in chocolate is incompatible with biologically active phenolic chemicals. therefore, it has encouraged research into how it can effect ageing, and disorders such as oxidative stress, blood pressure regulation, and atherosclerosis.

The benefits of eating chocolate include:

1. Lowering cholesterol levels
2. Preventing cognitive deterioration.
3. Lowering the risk of cardiovascular disease

So, do send us a message to order!! 🍫🍫

---

11 People reached      2 Engagements      ↓ -2.6x lower Distribution score      [Boost post](#)

---

👍 2


### SOFT SELL 5

Choco Crispy FSFA  
16 June at 18:32 · 🌐


🌟🌟 Did you know that chocolate is beneficial to your teeth? 🌟🌟

Chocolate has an antimicrobial impact on the mouth, and it has been proved that eating pure cocoa prevents tooth decay. Which begs the question, why doesn't anyone make chocolate-flavored toothpaste? 🤔🤔

**Did you know that chocolate is beneficial to your teeth?**



[@CHOCOCRISPYFSFA](#)



---

8 People reached      2 Engagements      ↓ -3.6x lower Distribution score      [Boost post](#)

### SOFT SELL 6

Choco Crispy FSFA  
17 June at 12:42 · 🌐

We know you are tired of working, studying, and doing assignments. You deserve a break. Fill your energy back with choco. Take a break with our choco crispy! 🍫❤️

11 People reached    1 Engagement    ↓ -2.6x lower Distribution score    [Boost post](#)

### SOFT SELL 7

Choco Crispy FSFA  
17 June at 20:57 · 🌐

🍫🍫 "Fathers are the first friend you make and the last love of your life" 🍫🍫

Did you know that Father's Day is a day to honour people's fathers and to celebrate fatherhood, paternal bonds, and the importance of fathers in their society?

Make sure you don't miss our ChocoCrispy \*BUY 1, FREE 1\* promotion for your dad before this Sunday!!

Do message us your order, jangan malu malu guys!! 🍫🍫

Choco Crispy FSFA  
Chocolate shop    [Send Message](#)

11 People reached    3 Engagements    ↓ -2.6x lower Distribution score    [Boost post](#)

### SOFT SELL 8



Choco Crispy FSFA  
18 June at 10:48

Happy Saturday everyone!  
Since our Choco Crispy serving has a lot of flavor and toppings including strawberries. Lets us share the benefit of strawberries for the human body 🍓🍓

What does strawberries do for your body, other from all of the benefits listed in the picture?  
Nutrition. Strawberries are high in vitamin C and other antioxidants, which can help prevent serious illnesses including cancer, diabetes, stroke, and heart disease.

Strawberries Benefits

Good for diet snacks

Become the immune booster

Can regulate the blood pressure

Excellent source of vitamins

@chococrispyfsfa

13 People reached    3 Engagements    ↓ -2.3x lower Distribution score    Boost post

**SOFT SELL 9**

Choco Crispy FSFA  
19 June at 14:44

Happy weekend everyone!  
Take your sweets for today with us 🍓

Best COMFORT FOOD!

sweetness FOR TODAY

CHOCOCRISPY


8 People reached    2 Engagements    ↓ -3.8x lower Distribution score    Boost post

**SOFT SELL 10**

Choco Crispy FSFA  
20 June at 16:36

Chocolate lovers here are some facts you need to know about chocolate!

1. Chocolate was once money that literally grew on trees  
In Mayan times, cacao beans were used as currency and considered to be worth more than gold dust. To keep the value of the cocoa bean in check, the cultivation of cacao trees was restricted. Otherwise, it would have been too tempting to just grow your own currency!
2. Chocolate wasn't always solid, or sweet  
Until 1847, chocolate was a delicacy enjoyed in bitter liquid form. The British chocolate company Fry and Sons introduced the concept of "eating chocolate" after combining cocoa butter, sugar, and chocolate liquor. This concoction was more grainy than smooth but was still enjoyed by many.
3. It took eight years to develop the recipe for milk chocolate  
Daniel Peter, a Swiss chocolatier and entrepreneur, spent eight long years trying to figure out a recipe for milk chocolate that would work. It wasn't until 1875 that he realized that condensed milk was the answer to all his troubles. We're so glad Daniel never gave up!
4. When it comes to cacao beans, a little does not go a long way  
It takes 400 cacao beans to make just one pound of chocolate. Here's what that means: Each cacao tree produces around 30 to 60 pods per year. Each pod contains around 40 beans. So, each tree only produces 2 to 3 pounds of chocolate per year. Add to that the fact that cacao pods are harvested by hand, and you'll start to understand why good chocolate is expensive.
5. White chocolate isn't really chocolate  
White chocolate isn't considered to be chocolate because it doesn't contain any cacao solids or cacao liquor. This sweet treat is made from a blend of cocoa butter, vanilla, and sugar. Don't worry, though: We won't judge you if it's still one of your favorites.



**how can people hate chocolate?**  
"I dont understand either"

Choco Crispy FSFA

7 People reached    3 Engagements    ↓ -4.2x lower Distribution score    Boost post

## SOFT SELL 11

Choco Crispy FSFA  
21 June at 13:12

!!! FACTS ABOUT WHITE CHOCOLATE !!!

Sugar, milk solids and sometimes vanilla are added to white chocolate to make it creamy. The lack of cocoa contents in white chocolate is one of the reasons why some people think it's an imposter compared to other forms of chocolate, such as milk and dark.

The benefits eating white chocolate includes :

1. Lower the risk of Hypertension
2. Treating Headaches
3. Boosts Immunity
4. Helping with Gout



**WHITE CHOCOLATE**

COCOA BUTTER  
SUGAR  
MILK  
VANILLA

@CHOCOCRISPYFSFA

9 People reached    3 Engagements    ↓ -3.4x lower Distribution score    Boost post

## SOFT SELL 12

**Choco Crispy FSFA**  
21 June at 13:24 · 🌐

Do you guys know the "does and don'ts" of eating our chocolate jar? 🤔🤔

This is how we keep our chocolate jars crunchy.

✅ Do's ✅

1. Keep in a cool, dry place.
2. After eating, be sure to secure the lid tightly.

🚫 Dont's 🚫

1. Do not keep in a refrigerator or freezer.
2. Do not reheat. Reheat will destroy its nutritional value.

---

9 People reached      3 Engagements      ↓ -3.4x lower Distribution score      [Boost post](#)

**SOFT SELL 13**

**Choco Crispy FSFA**  
21 June at 13:29 · 🌐

Here are ways for you to keep your Choco Crispy to last long!

1. To keep the chocolate's flavour, store it at room temperature in a dark, airtight container.
2. Make sure the jar is airtight before sealing it. It is important to preserve chocojar cereal in an airtight jar because it is easily picked up by the wind and can turn stale.
3. To avoid spilling, use a dry spoon. It's best to use a spoon that hasn't been used for some time, especially when using a steel spoon, because it may be contaminated with additional germs and make the chocolate taste bad.

That's it for today's tips. Enjoy your day with our Choco Crispy! Dont forget to message us to order! ❤️❤️

---

9 People reached      2 Engagements      ↓ -3.4x lower Distribution score      [Boost post](#)

👍 2

👍 Like      💬 Comment      ➦ Share

**Comment as Choco Crispy FSFA**      😊 📷 🗨️ 🗑️

Press Enter to post.


**SOFT SELL 14**

Choco Crispy FSFA  
21 June at 13:37 · 🌐

Do you guys know that bubble rice is the best source of dietary fibre?! Here are the benefits!

1. Constipation, haemorrhoids, and diverticulitis can be prevented and treated.
2. Reduce your risk of heart disease by lowering your cholesterol levels in the bloodstream.
3. Reduce your chances of developing type 2 diabetes.

What are you guys waiting for? Come and Order! 🍴👉



Bubble Rice Benefits

@ChocoCrispyFSFA

8 People reached   4 Engagements   ↓ -3.4x lower Distribution score   Boost post

3

Like   Comment   Share

Comment as Choco Crispy FSFA  
Press Enter to post.

**SOFT SELL 15**

Choco Crispy FSFA  
21 June at 14:55 · 🌐

Hj dear customers!  
Korang tau tak ada tiga cara nak enjoy our choco crispy yang sedap ni. Mari kami share TIGA cara tersebut. 🍴

1. Makan dengan roti. 🍞
2. Makan dengan aiskrim 🍦
3. Makan begitu sahaja (Pun dah sedap tau!) 😋

See translation



VARIOUS WAY TO ENJOY YOUR CHOCO CRIPSY?

Choco Crispy FSFA

9 People reached   3 Engagements   ↓ -3.1x lower Distribution score   Boost post

1

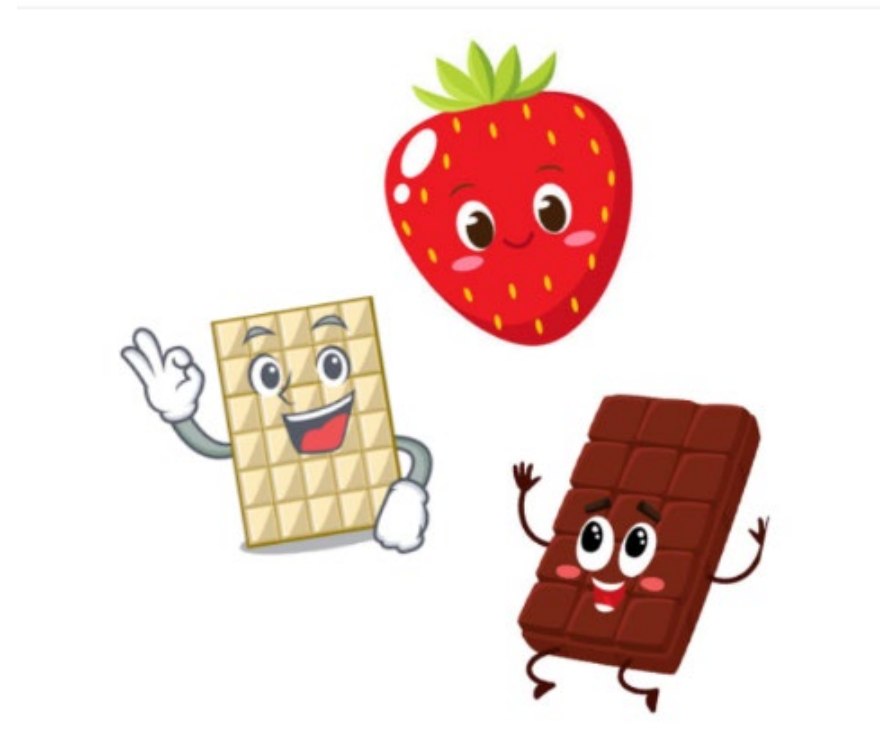
Like   Comment   Share

**SOFT SELL 16**

**5.6. RELEVANT GRAPHICS TO EACH POST/COPYWRITING**



**GRAPHIC 1**

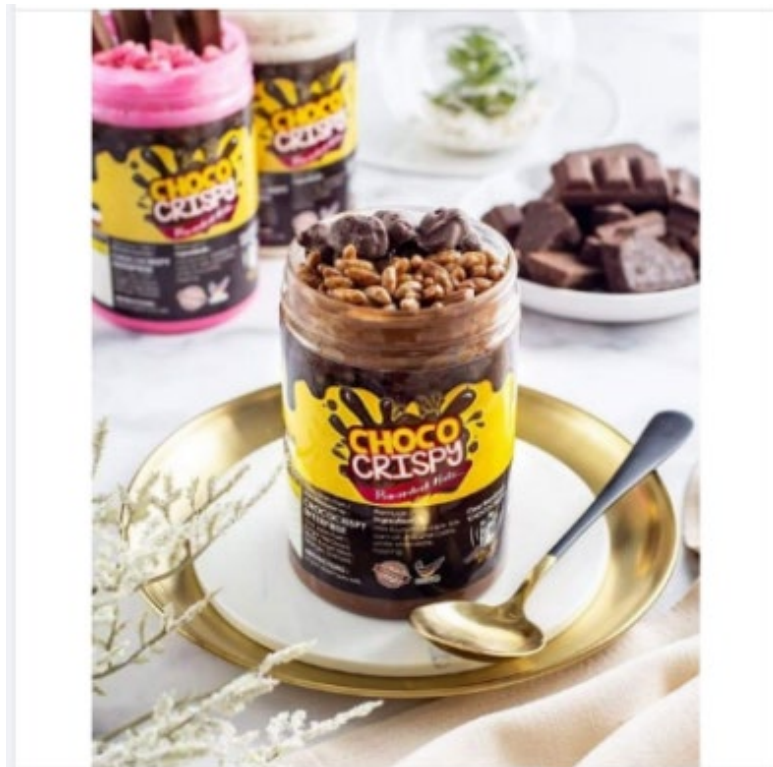


**GRAPHIC 2**





**GRAPHIC 3**



**GRAPHIC 4**



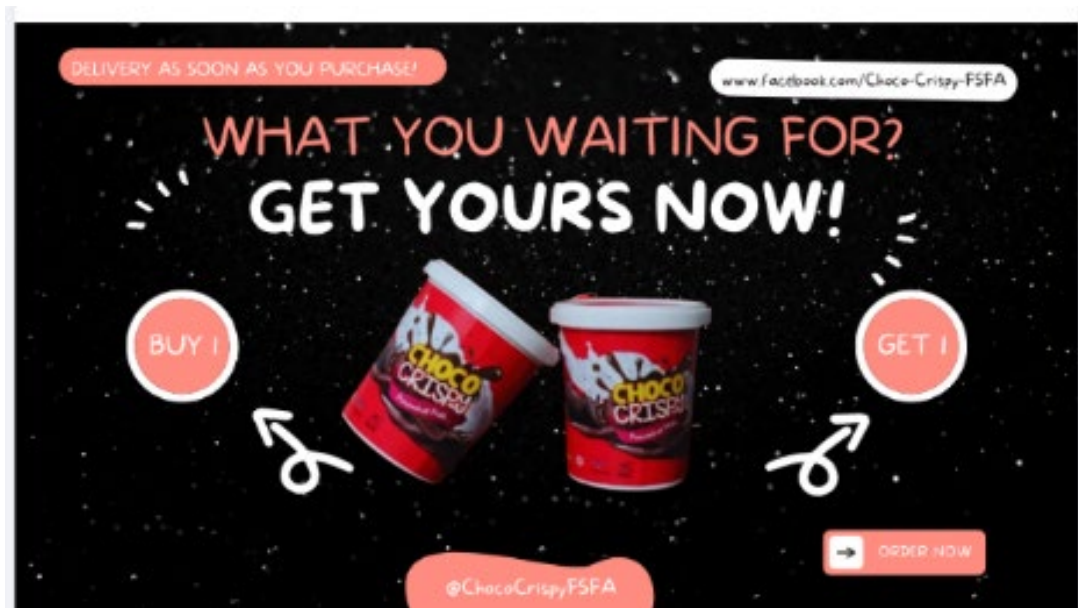
GRAPHIC 5



GRAPHIC 6



GRAPHIC 7



GRAPHIC 8





GRAPHIC 9



GRAPHIC 10



GRAPHIC 11



GRAPHIC 12



GRAPHIC 13



GRAPHIC 14

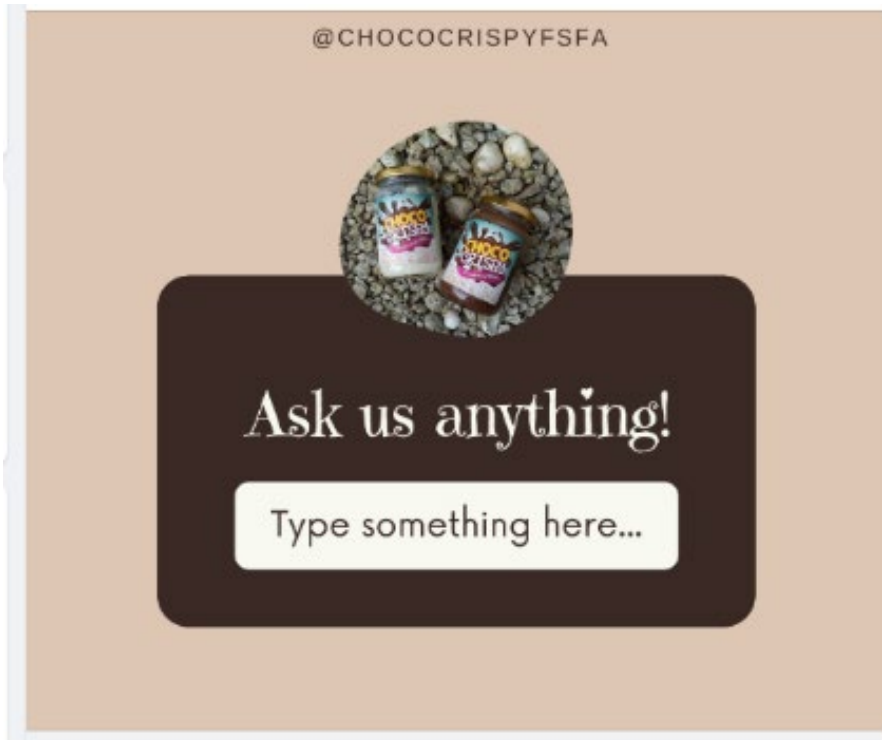


GRAPHIC 15



GRAPHIC 16





GRAPHIC 17



GRAPHIC 18

Limited Offer ✨

# FATHER'S DAY SALE

For many people, chocolate is their favourite gift and their preferred way to show their love.

**ORDER NOW**

GRAPHIC 19

CHOCO CRISPY  
**CHOCO CRISPY**  
 CHOCO CRISPY  
 CHOCO CRISPY

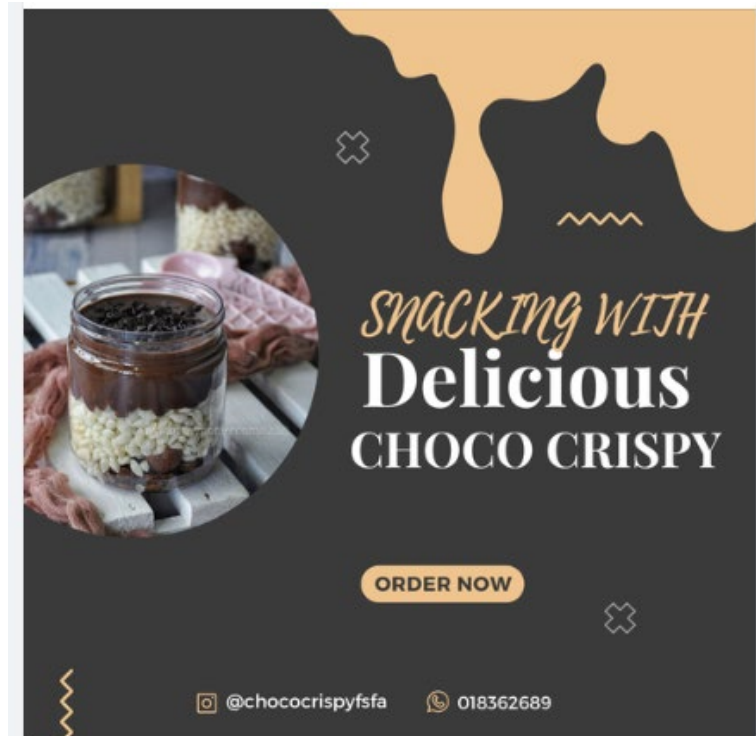
**ONLY RM9**

GRAPHIC 20





GRAPHIC 21



GRAPHIC 22



GRAPHIC 23



GRAPHIC 24



GRAPHIC 25



GRAPHIC 26



GRAPHIC 27



GRAPHIC 28





GRAPHIC 29



GRAPHIC 30



**GRAPHIC 31**



## 5.7. SALES REPORT

Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales	Expenses Category	Expenses Subcategory	Total Expenses	Descriptions
07/07/2022	expenses				Others	Others	RM 2.00	
06/05/2022	online	Social Media		RM 22.00				2 Jar of Choco Crispy
10/07/2022	online	Social Media		RM 22.00				1 BUTTERSCOTCH
10/07/2022	online	Social Media		RM 44.00				2 WHITE CHOCOLA...
10/07/2022	online	Social Media		RM 44.00				1 CHOCOLATE 1 ST...

SALES REPORT		
NUMBER OF ITEMS	ITEMS	PRICES (RM)
3	CHOCOLATE	66
1	BUTTERSCOTCH	22
2	WHITE CHOCOLATE	44
1	STRAWBERRY	22
<b>TOTAL</b>		<b>154</b>

## **6.0. CONCLUSION**

We are happy to have completed this social media portfolio report at the end of the day. As a result of our involvement in compiling this study, we have gained a wealth of knowledge. We are optimistic that our present business will continue to expand. Despite the hurdles we face, we want to make a large profit by the end of the year.

Next, the social media business has become quite difficult. This is because social media sites like Facebook, Instagram, and Shopee are being used by everyone to promote and sell their items. Students can sell their products on these platforms for free because they do not charge any fees.

Finally, this report has helped us a great deal because we have gained a lot of expertise in managing our business on the web. In addition, we must learn how to deal with challenges and conquer them. We believe we will be better equipped to run a business in the future if we get more experience and training in this area.