



اَوْنِبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

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2.0 EXECUTIVE SUMMARY

Chocojar is the one of the most popular snakes in Malaysia. Chocojar with the slogan “Delicious Yet Filling” is located near Selangor with address No 18, Jalan PPSL2, Pusat Perniagaan Sungai Lias, 45300 Sungai Besar, Selangor. Chocojar Crispy Letopzz is my business name in social media portfolio. The type of business for my social media portfolio is food. Before this I have sold many things that related to the food but I am not sure and clear the strategies. I have started the online business just want to get the experience and trying something new to learn. But after guidance from the lecturer and the knowledge I gained from this subject to make some strategies to make good sales. So I put courage and tried to start selling the new product with some strategies on online business. Finally, my new business Chocojar Crispy Letopzz which is four flavour with some of topping I have provided to the customer going well.

For a brief explanation, I have created a business name on facebook page after survey the things what to sell for this individual’s business. After survey I got that chocojar are quite famous among teenagers especially students. It is quite difficult to flow the process as we are as students, but with determination I can achieved my target in one time. I also make frequently posts on social media through WhatsApps and Facebook to get more customers for buying this chocojar. In addition to frequent post, I have also to do some hard sell and soft sell to attract customers to promote my design and also my product.

Finally, to start the business, I have to prove that I have registered business. Therefore, I need to get it from the Companies Commission of Malaysia (SSM) to register my business.

TABLE OF CONTENTS

No.	Contents	Pages
1.	1.0 Acknowledgement	1
2.	2.0 Executive Summary	2
3.	3.0 Business Registration	4
4.	4.0 Introduction of Business 4.1 Company Profile 4.2 Organizational Chart 4.3 Mission / Vision 4.4 Description of Product / Services	5-6
5.	5.0 Facebook (FB) 5.1 Creating Facebook (FB) Page 5.2 Customing URL Facebook (FB) Page 5.3 Facebook (FB) Post – Teaser 5.4 Facebook (FB) Post – Soft Sell 5.5 Facebook (FB) Post – Hard Sell 5.6 Frequency of Posting 5.7 Sales Report (Go-eCommerce)	7-38
6.	6.0 Conclusion	39

4.0 INTRODUCTION OF BUSINESS

4.1 Introduction

“CHOCOJAR CRISPY LETOPZZ” is online based entrepreneurship in form of sole priorities by Noor Atikah binti Suyono and will be operated at UiTM Puncak Alam , 42300 Bandar Puncak Alam, Selangor. Chocojar Crispy Letopzz has registered with SSM and has received 0030223900-U as registration number. Chocojar sells coated rice chocolates that have four types of toppings and provide reasonable prices, variety of citations, quality and quantity worth buying. . The social media that I used to operate the business is by Facebook with the username, “Chocojar Crispy Letopzz_by_ikah” and URL link provided <https://www.facebook.com/chocojarcrispyletopzz> .

I choose chocojar as my product to start my online business as I want promote to all people so that they changed to eat this snakes. I picked up chocojar directly with a free postal supplier to Unistorage UiTM produced from ChocojarHQ, No.18, Jalan PPSL 2, Sungai Lias Business Center, 45300 Sungai Besar, Selangor. Therefore, I take this opportunity to become an agent and start selling this product through social media. There are many challenges I have to face during that period. One is, sometimes the customer make a booking on late night and ask me to delivery at that night. Hence, I have to work hard on promoting and marketing the product to attract the attention from customers.

4.2 Organizational Chart

