



اَوْبُوْ سَيِّدِيْ تَيَكُوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF OFFICE SYSTEMS MANAGEMENT  
(HONS.)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

**NAME:** NUR SHABILA BINTI JAMALUDIN

**STUDENT'S ID:** 2020968617

**GROUP:** M1BA2323C

**LECTURER:** MADAM RAHAYU BINTI HASAN

## EXECUTIVE SUMMARY

The company name of this business is Choco Bear. The type of business run is enterprise in which the another word for it is profit business or company and mostly associated with entrepreneurial ventures. This business has market their product through Facebook Page which named 'Choco Bear' (<https://www.facebook.com/ChocooBear>). This business is also registered to Go-eCommerce in which it is an online entrepreneurial platform with the tools to help build business to the next level.

This business category is food and beverages whereby the product that has been market through Facebook Page is biscuit with cream filled. The special about the biscuit is that it is crunchy on the outside and filled with flavoured cream inside. There are three flavour that has been produced which is chocolate, strawberry and banana. The pack is made to make it easy for customer to bring anywhere and it is also suitable for any occasion.

This business's organization structure is consists of the owner, finance manager with 2 accountant assistant, sales manager with 2 sales associate and office manager with admin assistant. Each positions has their own role to make sure this business run smoothly and successfully. Owner duties is to review and developing marketing strategies, identify business opportunities and overseeing daily activities. Finance duties is to prepare balance sheets, processing invoices and assist in preparation of budgets. Sales manager with sales associate is responsible to promote and sell products through Facebook page and also establish and maintain positive business and customer relationships. Administrative is responsible to creating spreadsheets and presentations, and also filing records.

There are three steps to be followed to market product through Facebook page which is teaser, soft sell and hard sell. Teaser is made to create curiosity among customer about new product to be launch. This business is using graphic as their teaser in which the picture of the product is blurred or make writing to tease their curiosity. Soft sell is the way of promoting product indirectly. This business has using soft sell format which is title, introduction, body and call-to-action. It also include graphics that are relatable with the topic. Hard sell is the way of promoting product directly and aggressively whereby it will introduce the product and the description with price. Hard sell can be in poster or writing. The format used in hard sell marketing by this business is attention, interest, desire, conviction and call-to-action. This business has also include graphics in hard sell marketing.

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# 1.0 GO-ECOMMERCE REGISTRATION

**Go-eCommerce BETA**

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**PERSONAL PROFILE BUSINESS PROFILE**

**Personal Information**

Name	: Nur Shabila Jamaludin	Phone/Mobile	: 0103118045	<a href="#">Edit</a>
New Identity Card No.	: 991013015042	Home Address	: DT044, Lorong Idaman-4, Taman Desa Idaman,	
Email Address	: shabilajamaludin@gmail.com	District	: Alor Gajah	
City	: Melaka	Postcode	: 76100	
State	: Melaka	Personal Instagram	: null	
Personal Facebook	: https://www.facebook.com/nurshabilaajjmaludin/	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

**Institution Information** [Add New](#)

**UTM Melaka Kampus Bandaraya Melaka - BBA OFFICE MANAGEMENT**

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Melaka	Name of Institution	: UTM Melaka Kampus Bandaraya Melaka	
Address of Institution	: UTM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	: Bandaraya Melaka	
		Postcode	: 75300	
District of Institution	: Melaka Tengah			
Level of Study	: Bachelor Degree	Study Status	: Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	: BBA OFFICE MANAGEMENT	Class Name	: M18A2323C	
Subject Name	: ENT530	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 9	Lecturer Name	: Rahayu Hasan	
Internship Enrollment	: No	Year Of Internship Enrollment	: null	
Month of Internship Enrollment	: null	Period of Internship Training	: null	
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 7	
Related To Study Field	: Yes			

Hello there! My name is Abang Iz and I'm here to assist you.

Personal Profile

**Go-eCommerce BETA**

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Have you updated your sales today? Update your sales regularly to collect more points!

**PERSONAL PROFILE BUSINESS PROFILE**

**Business Profile**

Company Name	: Choco Bear	Company Registration No.	: null	<a href="#">Edit</a>
Type Of Business	: Enterprise	Business Role	: Product Owner	
Facebook Page	: Choco Bear	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	: null	Business Instagram Page	: null	
Marketplace	: Others	Business Website	: https://www.facebook.com/Choco-Bear-103441144935279	
Business Related to Your Study Field	: Yes	Type Of Website	: Mini Site (Landing Page)	
		Experience in International Export	: No	

Available Contest

Hello there! My name is Abang Iz and I'm here to assist you.

Business Profile

## 2.0 INTRODUCTION OF BUSINESS



Business Name:	Choco Bear
Address:	DT647, Lorong Idaman 5, Taman Desa Idaman, Durian Tunggal Melaka.
Mission:	To conduct business with conscience to benefit all.
Vision:	To build a more open world where people from all backgrounds share a bite and share a moment.
Product Description:	<ul style="list-style-type: none"><li>• Crunchy on the outside, creamy inside</li><li>• Easy to bring anywhere</li><li>• Suitable for any occasion</li><li>• 150g/pack</li></ul>
Price List:	RM5/pack

The name of this business is Choco Bear which located at DT644, Lorong Idaman 4, Taman Desa Idaman, Durian Tunggal Melaka. This business is owned by Nur Shabila binti Jamaludin. There are several personnel who are responsible to make sure this business run smoothly which divide to accounting and finance, sales and marketing and administration. Our mission is to conduct our business with conscience to benefit all. Our vision is to build a more open world where people from all backgrounds share a bite and share a moment. The product that we sells are biscuit which filled with cream and the top of the biscuit is designed with bear picture. Our main product is biscuit filled with chocolate cream but there are 3 types cream flavour to choose from which is chocolate, strawberry, and banana. This product is easy to bring anywhere because the plastic is customised with zip lock. Therefore, consumer do not have to worry for the biscuit to spill whenever they bring it to anywhere. This biscuit is suitable to eat in any occasion. It is also suitable to make it as a gift to the loved one. The price we sell for a pack is RM5.00 each. We also do some promotion to attract customer to try our product.