



اوتنورستيتي تيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA



FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION
(HONORS) HUMAN RESOURCE MANAGEMENT

ENT 530

PRINCIPLE OF ENTERPRENUERSHIP

SOCIAL MEDIA

(CHOCODICTIVE JAR)

| NAME | ID NO. |
|-----------------------------|------------|
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GROUP : NBH6A

LECTURER : MADAM ZANARIAH BINTI ZAINAL
ABIDIN

rubrics - no name.
Kusim ↑

S Sell - small

H Sell - " No contact
info X

85

ACKNOWLEDGEMENT

In the name of Allah, all praises go to Him, The Creator of all. First of all, I want to express my gratitude to my lecturer Madam Zanariah Binti Zainal Abidin for her helps throughout completing this social media report. She assists with all the requirement that need to be accomplish in the course work assessment for the code ENT530.

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I am really grateful because I managed to complete this assignment within the time given. This assignment cannot be completed without my time and energy sacrifices as being a part-time student. It such a very challenging for me. Not forget to mention thank you so much to my beloved parent who patiently understand my strict schedule every day as a part-time student. Last but not least, I would like to express my gratitude to my friends in supporting and willingness to teach, help and spend some time for me.

Thank you very much, Alhamdulillah.

EXECUTIVE SUMMARY

Chocodictive Jar offers choco jars products and services that are more likely to meet customer needs. This is because innovation allows the business to be updated with the latest changes in tastes and preferences of the consumers and hence, to serve those preferences and increase its profits.

The uniqueness of this product is the ingredients. I used the quality chocolate which is Beryl's to melt it together with quality the bubble rice to maintain its crispiness. It also comes with variety of toppings which most of them are from well-known brands such as Kinder Bueno, M&M, Kit Kat, Toblerone, Daim, and Oreo Mini. In addition, I have 'signature' topping which is almonds and it classified under 'signature' because it is the different to be compared to other choco jar business.

Chocodictive Jars' customers are obviously from chocolate lovers who are from kids, teenagers, couples and etc. It also suitable to be given as a gift to someone. In Putrajaya, there are few competitors such as ChocoBelle, Chocojarlicious and Chocodburyjar. However, Chocodictive Jar beneficial to be compared to other competitors is because of the variety of topping with affordable price. It also have the 'signature' almonds topping while they're not.

The management of Chocodictive Jar consists of two workers which are Shazatul Nazha Binti Zaiman and my mother, Norlin Binti Adam. I also create Facebook to expand my business through social media and learn how to post Facebook post for business product. Furthermore, to be easier, I signed my business up in eUsahawan portal to track my business for profits and revenues occurred.

For now, I have product and service commitment plan to promote the product. I can do both for postage and delivery for customers. However, there are still have the selected area to delivery which are Putrajaya, Kajang, Bangi, Cyberjaya and Cheras.

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|--|--|---|
|  SURUHANJAYA SYARIKAT MALAYSIA COMPANIES COMMISSION OF MALAYSIA | |  |
| PERAKUAN PEMBAHARUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956 | | |
| BORANG E (KAEDAH 13) | | |
| No. Pendaftaran | | |
| 003368258-V | | |
| CHOCODICTIVE JAR NO 20, JALAN DERAMAN DESA PUTRA 43000 KAJANG SELANGOR | | |
| Dengan ini diperakui bahawa Pemiagaan yang dijalankan dengan nama | | |
| CHOCODICTIVE JAR | | |
| telah didaftarkan dari hari ini sehingga 21 FEBRUARI 2019 menurut peruntukan-peruntukan Akta Pendaftaran Pemiagaan 1956, dengan nombor yang ditunjukkan di sini dan tempat utama pemiagaannya di NO 20, JALAN DERAMAN, DESA PUTRA, 43000 KAJANG, SELANGOR DARUL EHSAN. | | |
| Jenis Pemiagaan | | |
| CHOCOJAR WITH VARIETY OF TOPPINGS | | |
| E R S E D | | |
| Bertarikh di KUALA LUMPUR pada | | 21 FEBRUARI 2019 |
|  | | |
| ZAHRAH ABD WAHAB FENNER Penolong Pendaftar Pemiagaan Semenanjung Malaysia | | |
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