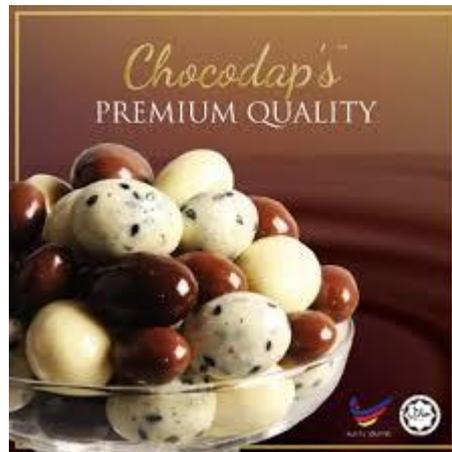




SOCIAL MEDIA PORTFOLIO:

CHOCODAP'S BY A CHOC A DAY



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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EXECUTIVE SUMMARY

Chocodaps is an online selling business of chocolate in Malaysia. It already operated for five years as the business started in 2015. Every single order is created through Chocodaps website by their agent. The goal of this operation is to be the one of the best local manufacturers of chocolate that has same level of international company. The name of Chocodaps represents that their chocolate taste very different and delicious compared to other competitors.

The company use agents and dropship in order to distribute their products to the consumer. Chocodaps has more than 3, 000 of agents in Malaysia. Increasing in demand of chocolate lead to an increment of sale in this company

This company has variety types of products which are Classic Edition, Yogurt Edition and Truffle Edition. They also offer an affordable price to the consumer. Customer can buy based on their preferences. The company almost sold 2000tan of chocolate for five year of operating through their agents.

As an dropship of an agent, Facebook page is the best platform to create awareness, introduce and market the product to the potential customer in Facebook. Teaser, hard sell copywriting and soft sell copywriting are used to accomplish all the requirement in order to increase the sales of Chocodaps.

2. INTRODUCTION OF BUSINESS

2.1 Name and address of business



The name of Chocodaps is a combination of 'Coklat' and 'Sedap'. The purpose of the company used this name is to differentiate the brand of Chocodaps from the other local brands. This name also indicates that the taste of chocolate from this brand are premium and extraordinary. This company is established since 2015, now it is already 5 years in the industry. One of the company's motto is selling a local product of chocolate with an international level of taste. Next,

it also creates a lot of working opportunity to local people. In addition, Chocodaps' products also distribute through agent around Malaysia. Chocodaps has more than 3, 000 agents which covered Semenanjung Malaysia, Sabah and Sarawak.

The Chocodaps HQ is located at B4-G, 10, Jalan Permai 3, Desa Lembah Permai, Kampung Lembah Jaya Utara, 68000 Ampang Jaya, Selangor. Customer or agent can walk in starting from 10.00 a.m until 5.00 p.m.



Agents also can purchase the stock through a website which is much easier to deal and handle. The transaction can be settled within a few minutes. Customer can get or buy the chocolates through the authorised agents in Chocodaps website. Their hotline is **1-700-81-6343**. Everyone can reach their office number for any details and information.