



اَوْبُوْ سَيِّدِي تِي كُوْلُوْ عِيْنِي مَنَا رَا
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PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO



“CHOCOJAR D_LUVDESSERT”

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EXECUTIVE SUMMARY

ChocoJar d_luvdessert is the business that was established by me, myself and my friend, Farhana. We decided to run this business because Choco jar nowadays becomes a popular dessert. Hence, social media definitely is the best platform to market the product and services. In order to do a digital marketing through a social media, the needs to have the skill and expertise in managing the social media is important to perform the business well.

Social media is important as it delivers many features and benefits to the consumer. For instance, people can seek for the entertainment, news and also online shopping through the social media. With the modernization era nowadays, everything is just by one click and it is convenience for the consumer to ease their daily life.

In this project, all of the students were assigned to utilize the Facebook page for the business purposes for the online marketing campaign. Thus, I learned on how to create the Facebook page because it is important in market the product on the Facebook so that it can be known widely among the potential customers. Besides that, I also accustom my URL Facebook for my business. This is important as it indicates the link of the business name to give a convenience to the customer when they want to search for my business.

Furthermore, the copywriting is important when you are making an online business because that is one way we learn on how the business work in the social media. Hence, for my business, many references I look over in order to establish a good copywriting that can attract the customer to buy my products. I have to know what is the best and good sentences in making the copywriting without putting any sensitivity issues that may cause adverse effects to my product in the future.

Generally, all of these steps has to be followed wisely as it depicts the smoothness in managing the business. I realized that social media really offers a good opportunity in widening my product through online platform so that many people can reach my product easily.

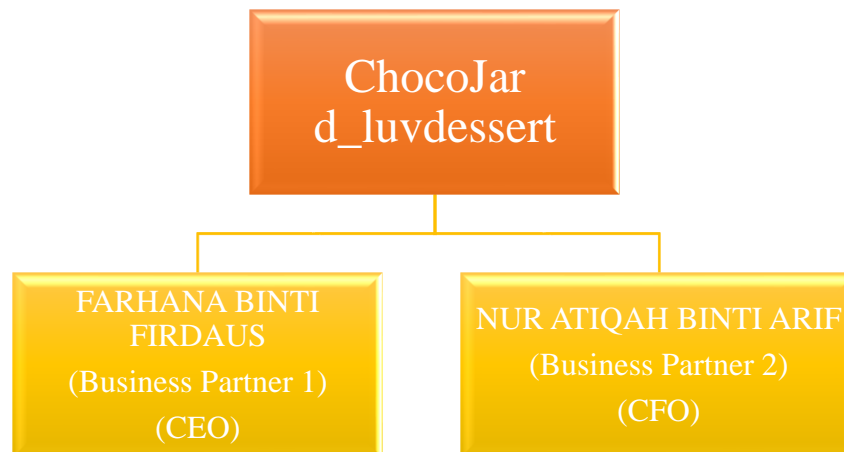
TABLE OF CONTENTS

ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
1.0 GO ECOMMERCE REGISTRATION	5
2.0 INTRODUCTION OF BUSINESS	6
3.0 FACEBOOK.....	8
3.1 FACEBOOK PAGE.....	8
3.2 URL FACEBOOK PAGE.....	10
3.3 FREQUENCY OF POSTING.....	11
3.4 TEASER POST.....	12
3.5 COPYWRITING (HARD SELL)	16
3.6 COPYWRITING (SOFT SELL).....	20
4.0 CONCLUSION.....	29

2.0 INTRODUCTION OF BUSINESS

The name of this business is Chocojar d_luvdessert. The type of product for my business is dessert. But at the moment since my business is a new business, I only provided chocojar as my first and main product to the public. But nevertheless, I will produced another product in the future such as brownies, chocolate cake and many more. I realized that I need to keep develop my business in order to give a great value and satisfaction to the customer.

The business is located at the Pangsapuri Teratai, Taman Bukit Subang, 40160 Shah Alam, Selangor Darul Ehsan. Basically this business was formed by the two persons as the partner in handling and managing the business. We do not have any employee and only two of us are doing everything from the beginning until it becomes the finished product and also deliver it by ourself to the customer. Below is the organizational chart of ChocoJar d_luvdessert:



ChocoJar d_luvdessert has its own mission and vision in order to achieving the business goals. The mission of my business is to provide the tasty and the lower price of dessert to the lower income. So, peoples from this range of income can have opportunity to buy a dessert from us. Meanwhile, for the vision, ChocoJar d_luvdessert want to be the best business of dessert in Malaysia that provide the best quality of dessert.