



اَوَيْتُ سَيِّدِي تَكُونُ لَوْ كُنْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

NZR CHOCO



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

BACHELOR IN ACCOUNTANCY (HONS.) (AC220)

NURNATHASYA BINTI ZULKIPRI (20209899175)

AC220B4D

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EXECUTIVE SUMMARY

This report explains and informs the user about my product and business especially online business. The content in this report includes the introduction of the company, mission and vision, description of the products and price list of the product. This assignment required us as a student to do an online promotion in Facebook (FB). We need to create a Facebook Page in order to make this assignment to be completed successfully.

The other contents and elements that need to be included in this social media portfolio are teaser posts before our products are released, hard sell posts, soft sell posts, the number of likes that we get from our Facebook Page and the frequency of posting for the last three months. Besides, we also need to register in the Go-Ecommerce and is required to fill up all the personal details and the business details.

The name of my Facebook (FB) Page is NZR Choco. The products that I promote and sell are Chococrispy and Chocokies. This means that I involved in the food and beverage category. Food products nowadays is very famous and many of the entrepreneurs are successful in their business. The products have slowly been recognised in the market and continue to increase in sales for a few years.

Finally, I will share and show how NZR Choco operates and handles its business. Thus, I also will share how the distributions of orders from the customers have been made, especially during the Movement Control Order (MCO). Other than that, I will show how to handle and manage the online business through Facebook especially to those who are new to this platform. Facebook is a platform that involves worldwide inside and outside the country. So, the number of individuals involved in Facebook is more than other platforms.

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2.1 NAME AND ADDRESS

NZR Choco is a business that promotes and sell food product which is Chococrispy and Chocokies. NZR Choco was chosen as the business name because it is easier for our potential customers to remember the name. NZR Choco is the combination of Nurnathasya, Zulkipri and Rohani. Meanwhile, Choco represents our product, Chococrispy and Chocokies because both of the product has Choco in front of the name. The products were manufactured by Choco Enterprise in Sungai Besar, Selangor, Malaysia. For your information, NZR Choco only focuses on marketing and sales of the product. As for the target market, our business target for customers of 17 – 30 years old. However, this product is suitable for every age of group and gender. Usually, our customers are of all ages and most women love our product. Our tagline is “Make Yourself Happy” and it can be described as even with the chocolate itself, it can make someone happy.

Information of Business

Name of Business	NZR CHOCO
Facebook	https://www.facebook.com/NZRChocobyNZ31
Tagline	Make Yourself Happy
Business Address	No. 5, Jalan Parit 1, Sungai Haji Dorani, 45300 Sungai Besar, Selangor, Malaysia.
Email	nathasya.nzrchoco@gmail.com
Telephone Number	017-3992707
Form of Business	Sole Proprietorship
Main Activities	Food Product
Date of Commencement	1 st November 2020
Name of Bank	Maybank
Bank Account Number	3241647595631



Logo of the Business