



اَوْنِيُوْ سِيْطِيْ تِيْكَنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



PRINCIPLES OF ENTREPRENEURSHIP

ENT530

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA : IN3TREE



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GROUP : NBH6B

DATE OF SUBMISSION : 12 MAY 2019 (SEMINAR 4)

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good for sample 90



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In the name of “Allah”, the most beneficent and merciful who gave us strength and knowledge to complete this assignment (social media in business). This assignment is a part of my course study “PRINCIPLES OF ENTREPRENEURSHIP”. This is a great experience for us in learning this subject.

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EXECUTIVE SUMMARY

This report was commissioned to examine how the sales volume of Int3tree can improve as well from 2017 until now and to recommend ways of increasing the more volume.

The research draws attention to the fact that in 2017, the market share of Int3tree was 37%. The shares of their key competitors such as Little Caliph and others brand were 22% and 18% respectively. Over the next two years, although Int3tree retained its market share the volume of sales in the whole market decreased to value amount. Further investigations reveal that this market shrinkage coincided with an increase in health awareness amongst consumers who regard the Lutein and extrax stevia ingredients in chocolate as negative; moreover, since the second half of 2018, an increasing number of rival 'health candies' had appeared on the market. These claimed to offer the consumers a healthy alternative. These factors appear to be the major causes of the decreased sales volume of Int3tree.

Int3tree is the latest chocolate range put forward by the R & D Department of Int3tree. The report evaluates this range and concludes that it would be an ideal candidate to meet the challenge presented by the market and could satisfy the new consumer demand since it uses significantly reduced sugar and Lutein ingredients and is endorsed by renowned health experts. According to 97% of the 2019 subjects tested recently, it also retains the same flavor as the original range.

It is highly recommended:-

- ✓ that Int3tree adopt a fresh and healthy image;
- ✓ that part of the launch campaign contains product endorsement statements by renowned health experts
- ✓ that Int3tree be available in health food shops as well as in traditional chocolate retail outlets
- ✓ that Int3tree take immediate measures to launch and promote Vanilla flavor alongside its existing product range



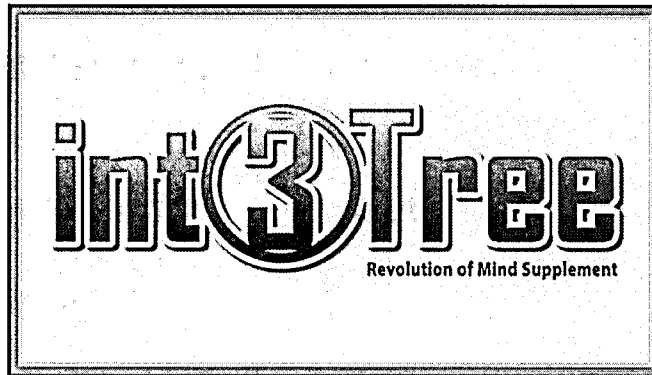
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INTRODUCTION

COMPANY BACKGROUND



- Name and address of business:

HQ Int3tree (RezkiFajar Sdn Bhd)

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